

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

July 9 1983

Proprietorial
lead set
at 15 pc of
manager rates

Roots buy into
biotechnology
for £1.25m

Leecham chief
warns Tories
over generic
substitution

PA postpone
annual meeting

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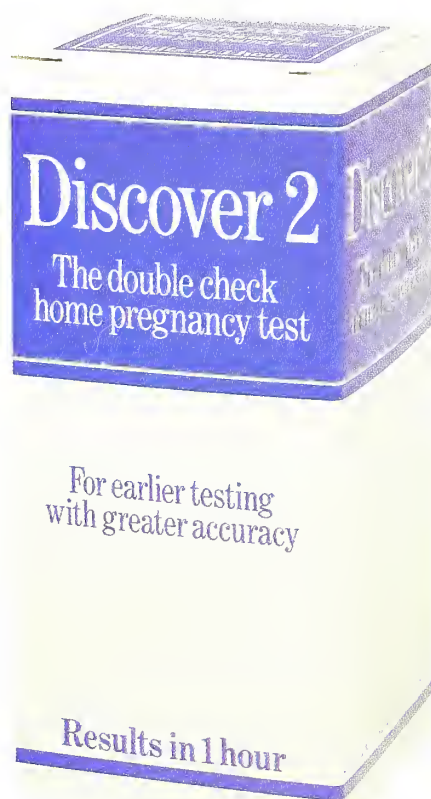
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CHEMIST & DRUGGIST

Incorporating Retail Chemist

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COMMENT

US — no advert!

Among the many United States practices that pharmacists will hope do not spread to the United Kingdom is the current trend towards advertising of prescription medicines direct to the public.

Such is the concern on the other side of the Atlantic that the American Food and Drug Administration has been holding meetings involving consumers, health practitioners, drug companies and advertising agencies to exchange views on the practice. The first of these meetings, reported in the June issue of *American Pharmacy*, records that Merck Sharp & Dohme advertised the availability of Pneumovax in *Readers Digest*, Peoples Drug Store advertised Zovirax in the *Washington Post* and Boots published a "rebate coupon" for their Rufen brand of ibuprofen.

Not surprisingly, American pharmacists are unhappy about the development. Although the American Pharmaceutical Association is said to be neutral, a poll of pharmacists showed 69 per cent opposed to direct consumer advertising of prescription medicines. The American Medical Association is also curiously reticent, having "no policy on consumer advertising." However, consumer representatives at the first meeting had no such inhibitions and voiced their opposition strongly, making the point that advertising would do more harm than good and that product promotion is its objective rather than consumer education; consumers also suspected that advertising would increase prices.

The opposite point of view came from the advertising agencies whose representative suggested that the time has come for separation of the "fair balance" requirements (between advantages of a product and risks) which are at present common to both consumer and medical advertising. "We believe it is possible that the full statement of side effects and

contraindications required for advertising to the medical profession often has a negative effect on an audience not trained in medicine," *American Pharmacy* quotes. Clearly that should be obvious to anyone — but the fact that it is provides no argument for changing the rules; after all, Prescription Only medicines are usually so for good reason!

A Consumer Federation representative argued that consumers' educational needs in respect of medicines were best met by public service announcements — she invited the industry to sponsor such announcements and said that would form a far better and safer outlet for advertising expenditure.

Fortunately, in addition to certain Medicines Act safeguards, the Association of the British Pharmaceutical Industry has the following rule in its code of practice:

"Medicines which cannot legally be sold or supplied to the public otherwise than in accordance with a prescription, or which are legally limited to promotion for sale or supply only on prescription, must not be advertised to the general public."

Hopefully there will be no pressure to change these rules from companies with experience of the American market. Both doctors and pharmacists are already well aware of the unjustified demand that can be created through "breakthrough" editorial coverage, and formalising the process into advertising, however well controlled, cannot be in the patient's best interest.

Proprietorial lead set at 15 per cent

The Pharmaceutical Services Negotiating Committee meeting this month accepted a proposal from the Department of Health that the proprietorial lead element of the proprietors notional salary be calculated as 15 per cent of the equivalent managers based on salary. The "equivalent managers salary" will be recalculated in the light of the results from the recently completed inquiry into labour costs.

This average salary is uplifted by the proprietorial lead to recognise the additional liabilities and responsibilities borne by the proprietor pharmacist. PSNC says it reflects the payment for those extra skills and abilities that stem from the experience, expertise and administrative knowledge which a proprietor applies to the operation of his pharmacy.

'Bulk' problem

The General Medical Services Committee of the British Medical Association has recommended that pharmacy contractors refer all bulk prescriptions for POMs to the prescriber, asking that individual prescriptions be written for named patients. It turned down a joint PSNC/PSGB request for a meeting to appoint an expert panel to decide which POMs are suitable for prescribing on bulk prescriptions.

PSNC says the GMSC reply indicates that it is unaware of any problems experienced by GPs in the current arrangement for getting bulk prescriptions dispensed. It was agreed that a joint meeting be arranged between representatives of the PSGB and PSNC to discuss this matter again before taking further action.

PSNC explains

PSNC is to write to the chairman and each member of the Public Accounts Committee giving the Committee's explanation for the delay in implementation of the discount inquiry and to point out the unfairness of the report.

The recently published report of the Public Accounts Committee into the dispensing of drugs in the National Health Service criticised pharmacists for their reluctance to participate in the discount inquiry. "We endorse the Department's idea that they should make compliance with inquiries a condition of service for chemists," it said.

It also supported a DHSS view that the profit allowance of 2 per cent was "over generous."

Although in defence of the pharmaceutical industry's excess profits it was said to be a large employer of labour and a large taxpayer, no mention of these points was made to defend pharmacy contractors.

A letter is to be sent to the DHSS asking that supply of post-coital contraceptives should be made through normal pharmaceutical channels following the receipt of a letter sent to doctors by the Family Planning Information Service. The paragraph of concern in the letter says: "In practice, since post-coital contraception should be given under a doctor's supervision and as soon as possible, you may find it useful to keep a supply of the appropriate pills in your surgery. There is no requirement for records other than the usual clinical notes."

☐ **Drug Tariff dressings.** The DHSS has said it is prepared to consider the inclusion of certain "modern dressings" in Part VI of the tariff if they can be applied by a patient (or a friend or relative), are generally available in a form appropriate for Drug Tariff supply and are cost-effective when used for a course of treatment in comparison with conventional listed dressings.

☐ **Directions on prescriptions.** PSNC has received notice of a resolution passed by the annual meeting of the Society of Family Practitioner Committees expressing concern at the use, by GPs, of the instruction "as directed" on large numbers of prescriptions. The resolution urging that "...all dispensed items should, wherever possible, have the precise dosage and frequency to be taken clearly stated on all prescriptions and containers," was forwarded to the DHSS. The response of the Department was that it was a matter for the professions concerned. PSNC have therefore expressed strong support for the FPC view and have offered to meet "any appropriate bodies" for discussion of the topic.

☐ **U-100 insulins.** The Department of Health has turned down a PSNC request that disposable syringes should be prescribable on form FP10 as an interim measure during the changeover because of some shortages of the U-100 glass model.

☐ **Coding of generic products.** The replies from the four manufacturers whose products are used as a basis for the

Free-post computer survey rolling...

There can be no doubt about the level of retail pharmacists' involvement with the computer. First returns of the survey forms included with last week's *C&D* show that not only are almost all respondents owners or intending owners of at least a labelling system, but many have invested in the more sophisticated Apple, CBM, etc, personal computers and are using them for everything from stock control to word processing.

Please keep the replies coming in, but do *not* waste money on postage. Enclosed with the questionnaire (there are two, by the way, one "general" and one specific to retail pharmacy) was a reply-paid envelope — which several respondents appear to have overlooked. If you have not yet replied, but have mislaid the envelope, please use the following address and post without a stamp:-

Laurie Wedd
Marplan Microcomputer Survey
Benn Publications Ltd
FREEPOST
Tonbridge
Kent TN9 1YZ

Thank you to all subscribers who are helping with the survey.

Drug Tariff price to the Committee's letter asking that they code their generic products are set out below:-

Cox Pharmaceuticals have for three years gradually been introducing a policy of coding its generic tablets. "As a result of this policy we estimate that, at the end of 1983, approximately 40 per cent of applicable packs will contain coded tablets which can be related directly to Cox."

Evans Medical have been identifying new generic products with a numeric two-digit code since 1975. "This identification applies to the majority of the new generics we have added to our range since 1979, the exceptions being where there are technical problems such as methyldopa tablets and a few products which we are temporarily sourcing from another supplier."

Thomas Kerfoot say: "New products introduced over the last 18 months bear the "K" logo and a unique product number. The majority of our range will be progressively modified in a similar manner over the next 18 months as the respective punch tooling comes up for replacement." Macarthis Ltd say: "We already have many tablets coded but not all, and we fulfil the terms of our licences to the letter."

RPA postpone annual meeting

The Rural Pharmacists Association has postponed its "post-Clothier" policy-making conference and annual meeting scheduled for this weekend (*C&D*, June 18, p1109) because of a "poor response" from members.

Secretary John Davies said the conference would now take place in October with the venue changed from Nantwich to a more southerly one that would suit more of the membership. "July is a very bad time of year for a conference," Mr Davies said.

Chairman Mervyn Madge and Mr Davies are to meet this week to discuss "where and when" to publish the accounts; what to do about re-election of the committee; to fix details for the next council meeting, and to re-arrange the postponed conference.

Three-year terms

At the last annual meeting and conference held on July 17-18, 1982, Mr Madge and Mr Davies were elected for three years and Mr C. Barry Taylor (treasurer) and Mr Roger King (vice-chairman) for a year. The core committee (council) comprises the officers and Mr F. Battersby, Mr M. Bran, Mr S. Bubbs, Mr D. Dalglish, Mr G. Hill, Mr D. Hoyle, Mr K. Jenkins, Mr D.P. Morgan, Mr W. Rucker, Mr J. Sehmi and Mr A. Worby. Auditors are Mr S. Bubbs and Mr G. Hill who have seen this years accounts, *C&D* understands.

The RPA has a "fighting fund" for rural cases formed with the £5,341 residue of the Tenterden fund monies contributed by the RPA.

Rubella publicity

A major co-operative publicity campaign between voluntary bodies, the Health Education Council and the Government will start in early Autumn to increase immunity to german measles (rubella) among schoolgirls and adult women of child-bearing age. The cost of the campaign is estimated at £300,000 in 1983-84 and a further £1.5 million in the three following years.

In answer to a Parliamentary question from Mr David Knox, Minister for Health Kenneth Clark said: "An effective vaccine has been available since 1970. We recommend immunisation for all schoolgirls between the ages of 10 and 14 and for all women of child-bearing age who are not already immune. In 1981, 84 per cent of schoolgirls had been immunised by their 14th birthday but this is still not enough. Unfortunately upsurges in the incidence of the disease still take place from time to time and the number of cases this year has risen significantly."



"I don't think you've got anything to fear from a computer labeller though."

PSNC meet with DHSS on discount inquiry . . .

Officers of the Pharmaceutical Services Negotiating Committee and representatives of the Department of Health are to meet on July 11 to discuss the results of the inquiry into the discounts obtained by contractors on ethicals since October 1980. The present rate of discount claw-back is 5.44 per cent.

The outcome of that meeting — including mechanisms for either reimbursing contractors or for making further deductions from them — will be put to the PSNC on July 13.

...parallel importing

Also on the agenda of the PSNC/DHSS joint meeting are parallel importing and collection and delivery services. At a recent joint meeting the DHSS confirmed that parallel importing was lawful and that there was no question of legal sanctions being taken against contractors

who were engaged in parallel importing provided they complied with the provisions of the Statutory Instrument (1978 No. 1461). The Department did nowever indicate that concern had been expressed at the additional profits being made by contractors and proposed that contractors endorse prescriptions to indicate whether a product was a parallel import and suggested the negotiation of a special average price based on the available parallel import prices (*C&D*, June 25, p1152).

... and with BPA

Details have been released of the three-point agenda for the UK Basic Practice Allowance meeting between representatives of the Association of New Pharmacies and the Pharmaceutical Services Negotiating Committee and its officers. A date for the meeting has yet to be fixed (*C&D*, June 25, p1152).

The points the ANP wishes to discuss are:-

1. The allocation of BPA to all existing contractors.
2. To lodge a claim for BPA not paid to date to non-BPA receiving contractors.
3. To express opposition to an increase in the BPA at the expense of a lower on cost.

Which! looks at 'diet and cancer' . . .

Many people think that modern industrial chemicals are a major cause of cancer, according to an article on "Diet and cancer" in this month's *Which?* In fact, says the article, occupational hazards, pollution, food additives and industrial products account for only around 8 per cent of all cancers.

Other misconceptions are that the incidence of cancer is rising and that it cannot be prevented. One third of all cancer may be caused by diet, the article says, although it points out that the studies so far are based on epidemiological studies, and must remain educated guesses.

Some changes in diet which may help to avoid cancer are given, based on a report from the US National Academy of

Sciences. They recommend a cut in fat consumption, boosting fibre intake, moderating alcohol consumption and including vitamin C rich and B-carotene rich fruit and vegetables in the diet.

Home computers

Britain has more home computers per head of population than any other country in the world, says another article in the same issue. But buying the right computer is no easy task warns *Which?* The report suggests that specialist computer shops are not always helpful and may be too business orientated.

The report gives a guide to what computers can and can't do and gives a list of tips when buying.

■ Over £4 million worth of medical aid has been sent to Poland since October 1981 by the Medical Aid for Poland Fund.

Wisdom.

What it takes to dominate
the market.





Bill and Joyce Holt of Marple, Cheshire and Brian and Rita Price from Cardiff are the winners of the Beecham Proprietary Medicines "Personal Touch" display competition. Bill Holt, MPS, and his wife have decided to sail to New York on the QE2 and then tour New England on their £2,500 winnings while the Price family are also America bound to Disneyworld and Florida. Pictured are Viscount Southwell of Brevis Incentive who is supervising travel arrangements with (left) Brian and Rita Price and Ian Hancock from Beechams. Right: Tom King, Northern area manager Beechams with Joyce and Bill Holt

Nostrum makes good

A pharmacist's nostrum which has been selling well in Northern Ireland is launched onto the mainland market this month (Counterpoints p64). The product, Endet teething powders, originated from Kennedy's Medical Hall, in the co Down fishing village of Portavogie.

"The company has been in business for over 40 years as a retail pharmacy," says Mr T. Kennedy, MPSNI. "In 1971 we began a small pilot scheme for the production of teething powders. This was prompted by the absence of a really effective teething preparation for OTC sale. The formulation was so effective

(the product contains paracetamol and promethazine) and popular that it was decided to register the trade mark and apply to the DHSS for a licence. 1972 saw the launch of Endet teething powders on the chemist market in 50 Northern Ireland pharmacies. Demand soon outstripped our hand-packing production and it was at this time that Cullen & Davidson approached us with a view to manufacturing and selling Endet under licence. This venture has proved most beneficial to both parties and we are about to launch Endet onto the mainland market.

"The basis for the success of Endet has been the pharmacist's support, and the unit dosage form, which reduces abuse and encourages patient compliance."

Evans get PIP

Evans Medical have published PIP codes for the first time in their new (July 1983) price list of galenicals and other generics. The list is in a smaller format than previous editions but the inclusion of PIP codes — mainly the codes to be found at the back of the C&D monthly Price List — should enable the pharmacist to order by automatic data transmission systems from any wholesaler equipped to receive the code. *Evans Medical Ltd, Old Post House, London End, Beaconsfield, Bucks*

Unichem guide to merchandising

Unichem have produced a 16-page colour guide to marketing and merchandising in the pharmacy. The booklet, described as the first of its kind by Unichem, will be issued free to members this month, having been prepared by marketing consultants John Gordon & Associates.

Starting with the question "What does the consumer want from an independent pharmacy?", the guide looks at the current situation, how layout affects consumer behaviour and then follows

with a series of recommendations and an action plan covering such matters as window display, shop environment and layout, service, product range, space allocation and promotional activity. A number of potential layouts are provided for a variety of floor area shapes. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

Money for your lights . . .

A man purporting to be a *South Western Electricity Board* employee obtained £20 from a chemist shop in Newton Abbot, on June 23, for a bogus order of spot and fluorescent lights.

The man was described by a spokesman at police headquarters in Middlesmore, as aged about 50, 5ft 10in tall, medium build, sandy hair, thin to balding, clean shaven with a ruddy complexion. He was wearing a navy blue jacket, light trousers, shirt and tie.

Claiming he was a foreman electrician with the electricity board, the man indicated that the shop manager, who was absent, had arranged for him to deliver some spot and fluorescent lights which

had to be paid for in advance.

A similar incident occurred the previous day, when a man answering to the same description went into a pharmacy in Kingswre, near Brixham, taking orders for fluorescent lights, although no money changed hands. The police spokesman said that nothing had been heard of the man since.

PEOPLE

Two British pharmacists so far have entered for the World Medical Games, to be held in Paris, August 28-September 4. They are **Mr Stephen Jacks**, Liverpool, and **Mr Anthony Wilson**, Stockport, both hospital pharmacists, who will be representing Stockport as members of the Stepping Hill football team. The team of doctors and pharmacists came seventh out of 45 countries competing in last year's games.

The final date for registration for the games has been extended to July 21. Details from *Pharmaton Information Bureau, Spinney House, Church Street, Liverpool.*

Deaths

Naylor. On June 22, Mr Albert Naylor, aged 71. Mr Naylor is reputed to have been one of the longest serving salesmen calling on chemists, serving over 51 years with Beechams. He retired due to ill health in November 1975, but according to a Beecham spokesman has enjoyed a full retirement, remembering his many chemist friends in the North of England and particularly in the North West.

Fell: On July 1, Mr Malcolm E. Fell managing director of Alo Cosmetics Ltd for the past 12 years. Aged 47, he had been in the cosmetic trade all his life having travelled for Roberts & Windsor and Lancôme. *Mr H.M. Stern, chairman*, writes that Mr Fell was liked by customers and suppliers alike and leaves a void in the running of the company.

TOPICAL REFLECTIONS

By Xrayser

Letters

I've had a lovely collection of letters sent to me over the past month or so, quite apart from the selection from Her Majesty (asking for money again). But although flattered I would ask those who would like to correspond to understand I have to refuse. Not that I want to, but because I can't find enough hours in the day: I run a single-handed pharmacy, I'm involved in other, non-pharmacy associations, I write this column, take my wife out, play with the kids and generally lead the life of old Riley.

And having the joy of stirring the pharmaceutical pudding with this column — every week — it would be daft to blow my cover and get the sack, wouldn't you say? So do me a favour please, and write to the Editor, but addressing me so we may argue or share ideas with other readers. There is, er, another reason which I approach with some diffidence but will pluck up courage and declare. It's your handwriting. I can hardly read it.

Time gentlemen

I'm sure we all read the Statutory Committee reports with the same awful fascination which is a compound of condemnation and sympathy when we reflect that, but for the grace of God, circumstances might have placed us less comfortably. But once more I *have* to protest about the way our profession dallies about enforcing the disciplines essential to its well-being. Look at *C&D's* first report, concerning an illegal sale blamed on a computer error. The offence was noticed in *October 1981*. In June 1983 a judgment is made. Then there is a reprimand for a pharmacist who was found guilty of theft *three years* ago. An

offence in Thornton Heath (selling a "P" medicine in absence of a pharmacist) — *December 1981*. And again, the man who had already appeared before committee to explain away an allegation of advertising misconduct in *June 1981*.

It would appear that anyone alleged to have broken the rules can count on at least 12 months before action is taken. It's time, Gentlemen, to look at the way we administer our justice and the time it takes to do it.

But on two points I have suggestions which might be acceptable. (1) All advertising copy to be submitted to PSGB before publication. (2) A peelable, adhesive, official receipt for the annual registration fees to be displayed with our certificate. Different colours each year — to prevent any hapless employer getting caught or dubious proprietor cocking a snoot at the rest of us.

In the absence of either proof, an offence would be deemed to have occurred. In the case of unauthorised advertising I think there should be a substantial fine multiplied by the number of shops owned by the advertiser for a first offence; automatic removal from the Register and triple fine for a second try. There you are, Mr Evens!

Parallel bars

It's OK chaps, we can import as much as we like. If we buy it through the esteemed Mr Town, that is. And if the product should prove faulty and you are taken to court for damages...don't worry, Mr Town can sue the manufacturer to get back what it costs you. So it's perfectly alright, really it is.

But didn't I see a letter from him in *C&D* recently begging for funds for his fight to keep going, saving us money? It

seems but yesterday. Something about going into liquidation, I believe, if forced to pay some modest (£10,000) fines? On a mere £50,000 claim your legal fees would swallow that up for breakfast. Remember the NPA has made it clear you may have no insurance cover against claims on goods bought parallel without manufacturer warranty.

Scarey

There is a mood in this country (and in America too I believe) which, avidly backed by those with natural axes to grind, is swinging opinion to a distorted view of drugs. And it is in danger of depriving us — and here I mean the people at large — of the benefits of properly researched and developed medicines.

I congratulate Tim Astill on his efforts to bring a balanced view to the readers of *The Times*. I too have nothing but sympathy for the makers of Debendox, and the future potential users who will have to heave-ho every morning for the first three months or so of their future pregnancies. Like Tim Astill I can't help feeling there is a case for a campaign to bring it back (!), which would be worthy of our support. Such a campaign, positively thought out, may be essential when you think about the attacks being made currently on the innovative drug industry.

Yet everyone wants the benefits when they are really ill. How about pointing out what would happen without the advances of the past 30 years? Others can boil their own foxglove if they like, but I'll stick to Lanoxin, if and when the time comes. If it hasn't been withdrawn.

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PRESCRIPTION SPECIALITIES

Roaccutane capsules

Manufacturer Roche Products Ltd, Broadwater Road, Welwyn Garden City

Description Oval soft gelatin capsules (spherical diameter approx 5.8mm or 8.2mm) one half pale red-violet and the other half white marked "R5" or "R6", and containing either 5 or 20mg isotretinoin

Indications Treatment of cystic and conglobate acne and severe acne which has failed to respond to an adequate course of a systemic microbial agent. Its exact mode of action is not known but clinical improvement is associated with a dose-related suppression of the size and activity of sebaceous glands

Dosage The therapeutic response is dose-related and varies between patients, necessitating individual adjustment of dosage according to response and patient's tolerance of the drug. In most cases complete or near-complete remission of acne is achieved with a 12-16 week course. Repeat courses of treatment should not normally be given. The daily dosage should be taken with food, either as a single dose, or in two divided doses. Initial dosage, adults: all patients should initially receive 0.5mg/kg body weight daily for four weeks, when responsiveness will be apparent. Acute exacerbation of acne is occasionally seen in initial period, but this usually subsides within seven to 10 days. Patients who show an early improvement should continue to receive 0.5mg/kg body weight daily. In patients who show little or no improvement and who are tolerating the drug well dosage should be increased up to 1mg/kg body weight daily for the remainder of the course. In patients who show initial intolerance treatment should be continued with a reduced dosage of 0.1-0.2 mg/Kg daily. The dosage should be continued for eight to 12 weeks. Patients whose acne is not completely cleared at the end of treatment can expect to show continuing improvement for several months after. Generally other drugs used for the treatment of acne are not indicated. Patients should be instructed to avoid preparations containing high doses of vitamin A. Not indicated for the treatment of prepubertal acne

Contraindications, precautions Hepatic and renal impairment. Teratogenic in animals and therefore contraindicated in pregnancy. Any women of childbearing potential who is receiving Roaccutane must practice effective contraception during the treatment period and for at least four weeks afterwards. Any pregnancy occurring during this time carries a risk of foetal malformation. In view of this patient information cards are

available and it is strongly recommended that these should be given to all patients. Liver function and blood lipids should be monitored

Side effects Mostly dose related. May recede during continued treatment and in all cases have proved reversible with reduction of dosage. The most common side effects are muco-cutaneous (dryness of the mucous membranes and the skin, with scaling, thinning, erythema and pruritus). An increase in epidermal fragility has been reported. Nausea, headache, drowsiness, malaise, sweating and myalgia/arthritis have been reported infrequently. Hair thinning may occur but is uncommon at dosages below 1mg/kg per day. A rise in serum levels of liver enzymes may occur. Elevation of serum triglycerides has been observed. Overdosage should be expected to induce symptoms of hypervitaminosis A

Packs 100 capsules (5mg £33.56, 20mg £96.73)

Supply restrictions Prescription only

Additional information Available only through hospital pharmacies. It is recommended that treatment should only be given under the supervision of a dermatologist

Issued July 1983.

Megace tablets

Manufacturer Bristol-Myers Oncology, Station Road, Langley, Slough SL3 6EB

Description White circular scored tablets engraved "40" on one face and "BL" on the other, and each containing megestrol acetate 40mg

Indications Megace is a progestational agent indicated for the treatment of certain hormone-dependent neoplasms, such as endometrial or breast cancer

Dosage Breast cancer: 160mg daily in divided doses. Endometrial cancer: 40-320mg daily in divided doses. At least two months is considered an adequate period for determining drug efficiency

Contraindications, warnings

Hypersensitivity. Use with caution in patients with a history of thrombophlebitis

Side effects The major side effect, particularly at high doses, is weight gain, which is not usually associated with water retention, but is secondary to increased appetite and food intake. A rarely encountered effect of prolonged administration is urticaria. Reports have been received of patients developing carpal tunnel syndrome, deep vein thrombophlebitis and alopecia.

Packs 100 40mg tablets £25.40

Supply restrictions Prescription only

Issued July 1983.

Diabur-test 5000

A new urine glucose test strip from BCL, Diabur-test 5000, is now available on prescription. The test uses twin zone test areas to provide readings over the clinically significant range, 0.1 to 5 per cent — the only urine glucose test strip to cover this range, BCL claim. The colour changes are well-defined and stable, allowing ample time to read results after a 2 minute development period, they add. Diabur-test 5000 (50 strips £1.20, NHS price) is not affected by the presence of ketone bodies.

A full back up service, of educational aids and literature comprising pocket guides, wallcharts and diabetic diaries, is available. The product is a major new introduction for the company, they say, and will be supported by a promotional campaign based on journal advertising, mailings and personal selling.

Two other BCL products, Ketur Test and Albym Test, have also become available on FP10 as from July 1.

Boehringer Corporation (London) Ltd, Bell Lane, Lewes, East Sussex BN7 1LG.

Cosuric tablets

DDSA have introduced a branded allopurinol tablet, Cosuric, in 100 and 300mg strengths. The 100mg tablets are available in packs of 100 (NHS price £10.60) and the 300mg in packs of 28 (£6.95) and 100 (£22). *DDSA*

Pharmaceuticals Ltd, 310 Old Brompton Road, London SW5 9JQ.

Motilium suspension

Janssen are expanding their Motilium range with the introduction of a 1mg/ml suspension (200ml, NHS price £1.80) and a larger 250 tablet pack of the 10mg tablets (£22.57). The products (both POM) are introduced next week. *Janssen Pharmaceutical Ltd, Chapel Street, Marlow, Bucks SL7 1ET.*

New Baxan pack

Bristol-Myers are introducing a 60ml pack of Baxan 250mg suspension as from August 1. The pack (NHS price £3.03) provides for a six day course, and is stable at room temperature for seven days after reconstitution. *Bristol-Myers Pharmaceuticals, Station Road, Langley, Slough, Berks SL3 6EB.*

Larger Eczederm

Larger pack sizes of Eczederm cream have been introduced. In addition to the 25g tube, a 50g pack (NHS price £1.38, retail £2.38) and a 500g plastic container (NHS price £7.45, retail £12.85) are now available. *Quinoderm Ltd, Manchester Road, Hollinwood, Oldham, Lancs*

Revlon: six more reps with 'tailored lines'

This month Revlon have added six representatives to their chemist-only sales force founded at the beginning of the year (C&D January 15, p52). Mr Roger Crossley, general manager for Revlon and Charlie cosmetics, says the aim is to add a further 500 new independent chemist stockists using the 20-strong group.

The sales force will be offering the "Universe" merchandising system launched in January along with "tailored product lines" at lower prices aimed at non-consultant outlets. The products are Revlon powder eye shadow in 15 shades at £2.25 each and in dual pan (nine combinations at £2.95); Revlon cream blusher (six shades at £3.50 each), and six shades of Revlon powder blusher (£3.95), are available now.

Charlie soft powder rouge, said to be long-lasting and cream-like in appearance comes in five shades, will sell at £1.95 and is available later this month.

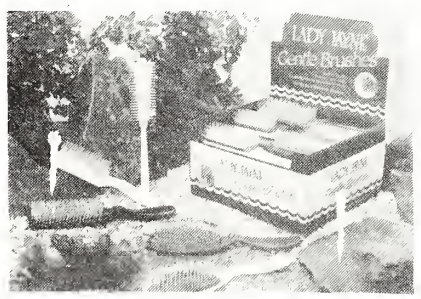
Revlon big brush mascara (£2.50) and Charlie smudgy eye pencil (£1.50) will be launched in October in navy, brown and black.

Revlon report a stock turn of four to five times a year, considerably better than the three times per annum target set in the New Year for chemist stockists using the new merchandisers. *Revlon International Corporation, 86 Brook Street, London W1Y 2BA.*

Starch-blocker to be taken with food

A new starch-blocker, Starbloc II (42 tablets £4 or 3 x 42 £11) has been introduced by Slimswift, a division of

Available from Laughtons is this Lady Jayne display pack holding 18 brushes in six styles and colour co-ordinated Summer colours. Laughton and Sons Ltd, Warstock Road, Birmingham.



Cream Silk haircare game free to first 300 applicants

Elida Gibbs have developed a Cream Silk "Condition Game". The game — worth £1.75 — is available free to the first 300 chemist assistants writing in.

For up to four players, the game is both amusing and informative. Each player has 10 questions to answer covering all aspects of hair.

Multiple choice questions include posers on the causes of temporary hair

loss, the moisture content of hair after use of a hairdryer, the longest hair ever recorded and the average lifetime of a hair.

The first player to complete the "conditioner trail" is the winner. Applicants for the game should send their name and address to *Condition Offer, Infoplan Ltd, The Cloisters, 11 Salem Road, London W2 4BU.*

Larkhall Laboratories.

Starbloc II contains: kidney bean extract (starch block factor) 250mg; phenylalanine 100mg; charcoal 50mg; acidophilus, and spirulina 50mg. One or two should be taken with a starch containing meal. The new preparation is claimed not to produce the unpleasant side effects of earlier products. *Slimswift, 225 Putney Bridge Road, London SW15 2PY.*

Taylor additions

A set of five 30g guest soaps — freesia, English rose, gardenia, English lavenders and lily of the valley (£2.95) have been added to the Taylor of London range. Also new are a set of five soaps presented with a bone china soap dish in a country flowers pattern (£4.95), freesia foaming bath seeds (£0.45) and a mini set of four pot pourri and lavender flowers (£3.80). Pine bath essence has also been relabelled and now retails for £2.85. *Taylor of London, The Dean, Alresford, Hants.*

Time for tea

Warner-Lambert are giving away free boxes of 50 teabags in an Efferdent on-pack promotion. Users have to collect 12 tokens from pack backs. Six tokens are featured on the 48-tablet pack, four on 36s and three on 24s. The tea — Twinings Speciality — is available in four different flavours. The offer is open until December 31, 1984. *Warner-Lambert Health Care Division, Mitchell House, Southampton Road, Eastleigh, Hants.*

Vichy gift

Vichy are offering an elegant gold plated rope necklace with every purchase of Les Nutritives cream (£3.95). Available in three variants (gold/black, gold/white and gold/blue) the necklace can be obtained by sending the coupon attached to the box and a proof-of-purchase direct to Vichy. *Vichy UK Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.*

Why we will play an important part in your future



New pharmacy-only products

have been developed to meet the genuine needs of your customers by Bristol-Myers, one of the world's top ten pharmaceutical companies

Marketing and media muscle

will ensure that your customers are made aware that these new products are available exclusively through their local pharmacy.

A valued member of the community health team,

you have the full support of Bristol-Myers Pharmacare, totally committed to getting a balance of brand development, training and promotion that will help your business to grow.



BRISTOL-MYERS
PHARMACARE*



It sells
disposable nappies.



It sells
baby shampoo.



It sells
rose-hip syrup.



It sells
rubber teats.



It sells
teething rusk.



It sells
teething jelly.



It sells
plastic baby spoons.



It sells
cotton wool.



It sells
waterproof
plastic pants.



It sells
steriliser fluid.



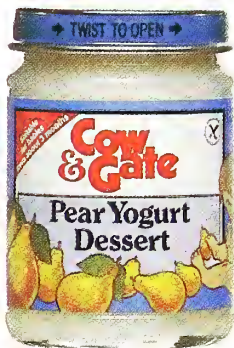
It sells
gripe mixture.



It sells
cotton tips.



It sells
sterilising units.



It sells
calamine lotion.



It sells
changing mats.



It sells
toddler toilet
seats.



It sells
baby cream.



It sells
petroleum jelly.



It sells
baby powder.



It sells
cot sheets.



It sells
vitamin supplements.



It sells
breast pads.



It sells
baby toothpaste.

Many mothers whose babies started life on Cow & Gate milk insist, not unnaturally, on Cow & Gate Babymeals.

And in the jar sector, which now

accounts for around 30% of baby meal sales, our babymeals have 80% of the market.*

(And that's *before* our biggest ever

*Latest Independent Audit of Independent Chemists - 12 months to April 1983.



It sells
little sterilising
tablets.



It sells
safety pins.



It sells
baby orange juice.



It sells
bibs.



It sells
dried baby milk.



It sells
nappy rash cream.



It sells
baby wipes.



It sells
baby oil.



It sells
nappy steriliser.



It sells
feeding bottles.



It sells
baby bath fluid.



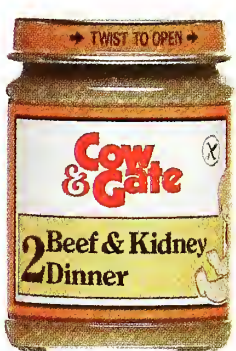
It sells
vitamin drops.



It sells
mangling bags.



It sells
baby toothbrushes.



It sells
nappy buckets.



It sells
baby hair brushes.



It sells
expressing bottles.



It sells
terry nappies.



It sells
rattles.



It sells
teething rings.



It sells
training cups.



It sells
dummies.



It sells
cod liver oil.



It sells
baby baths.

vertising campaign breaks next month.)

Indeed, such is the loyalty of
others that if they don't find our baby-
als in your shop, they'll go elsewhere.

And you'll lose out on sales of all
your other baby products.

And you wouldn't want
that, would you?

**Cow
& Gate**
The Babyfeeding Specialists

Two short steps to grown-up food.

Meloids return in Crookes onslaught

Meloids lozenges for husky and ticklish throats have been relaunched as part of Crookes' "onslaught on the OTC chemist market."

The lozenges (GSL, rsp £0.79 per 14.2g tin) are repackaged with the slide top tin in a blister card and display outer. A display stand is available to reinforce branding and product benefits, say Crookes.

A promotional programme, including sponsorship of the "Keep concerts quiet campaign" — a campaign supported by Julian Lloyd Webber — will increase consumer awareness, says the company. As part of the launch Meloids will feature in the Crookes Summer promotion.



The launch follows results from market tests in Denmark and Finland, and Crookes estimate that the overseas market alone is worth over £8m at rsp. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

Freshair bonus

Cooper Freshaire will, from mid-July, appear in cans flashed "20 per cent extra free." This applies across the whole range. *Temana Bees Ltd, Sealand, Chester CH1 6BA.*

Queen additions

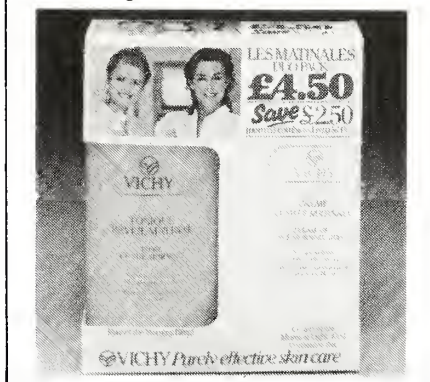
Queen Cosmetics are introducing a kohl pencil in six shades which, they say, are "perfect for every wearer and every use." Black, blue, green, violet and brown are the shades available (£2.20). Also available is the companion mascara in a white wand and two shades — brown or black (£3). *Queen Cosmetics Ltd, 34b High Street, East Grinstead, Sussex W1H 0AT.*

Budget-priced ear-rings range

A pre-packed range of budget-priced ear-rings are being introduced by Papillon Accessories. Marketed under the New Image banner the range comprises 25 different styles in pre-packed units of 150.

Each model retails for £0.69. An opening pack of 150 pairs with display stand is available at a trade price of £50 plus VAT and there are two replacement packs (75 pairs, £22.50 and 150 pairs £45). Further packs are in the planning stage. *Papillon Accessories, Unit 26, Hulton District Centre, Little Hulton, Worsley, Lancashire M28 6AU.*

A duo pack of Les Matinales holding a full sized bottle of tonic of the morning and a tube of cream of the morning light is now available. Retailing at £4.50 the pack represents a saving of £2.50 on the combined prices. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.*



Slipad all-in-one incontinence aid

Peaudouce are introducing Slipad, an all-in-one disposable aid for incontinence sufferers. It has a waterproof outer cover to protect clothing and bedding so no other special garments are necessary.

The double-quilted padding disperses moisture evenly and a soft, one-way liner keeps it away from the skin. Elasticated legs cut down the risk of leakage and odour. The garment is available in three sizes catering for hips from 19in to 59in and there are adjustable adhesive waist flaps. All packs are the same price (£5.50) but the number of aids per pack differs according to the size (number 1, 15; number 2, 12; number 3, 10).

Slipad is recommended particularly for the severely incontinent, the handicapped and for overnight use in the elderly, as it can absorb up to a pint of fluid. It is also suitable for doubly incontinent patients. After use it should be placed in a plastic bag and disposed of in a dustbin or incinerator, not flushed down the toilet.

The company is concentrating the initial promotion on doctors and nurses. All district nurses, health visitors and GPs will be sent sample packs. The product should be available through chemist wholesalers by the Autumn. *Peaudouce (UK) Ltd, Lockfield Avenue, Brimsdown, Enfield, Middlesex; distributors Sterling Health, Sterling-Winthrop House, Surbiton, Surrey KT6 4PH.*

Beechnut additions

A new range of tropical fruits have been added to the Beech-nut baby food range, available in three flavours — mango, guava and island fruits — and two sizes — 4½oz strained and 7½oz junior (£0.36 and £0.46). Beech-nut is the second largest baby food manufacturer in America with a range which includes salt and sugar-free babyfoods, a market Heinz have recently entered. Distributors in the Greater London and Southern England area are *Elko Food Distributors Ltd, Unit D, Ashley Works, Ashley Road, London N17.*

André Philippe



For the very best in Bubble Bath Gift Packs

Sales—Home and Export—Ring 01-736 2194/736 2397

71/71b GOWAN AVENUE,
FULHAM SW6 6RJ, LONDON, ENGLAND

New

High Light

THE COMPLETE HOME HIGHLIGHTING, FROSTING & STREAKING KIT.

Contains *all* your customer needs to Highlight, Frost, and Streak their own hair at home. With step-by-step Instruction Leaflet showing six great ideas to brighten hair.

Contents of Kit

High Light Bleach Powder, Cream Peroxide, Disposable Cap (similar to that used in hairdressers), Two Different Size Hooks, Development Cap, Disposable Gloves, Applicator Brush, Step-by-Step Instruction Leaflet.

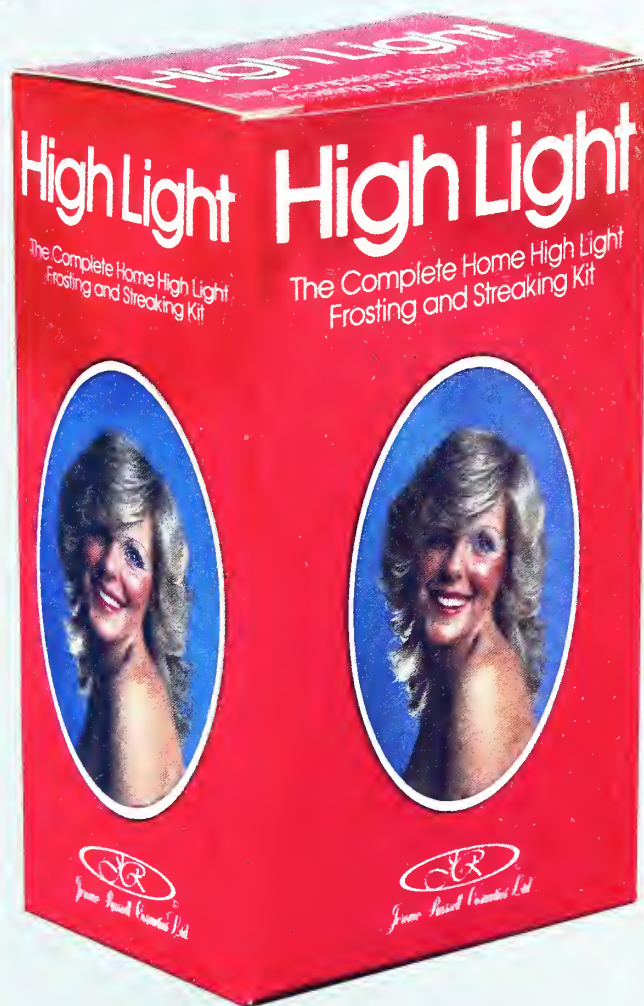


EXPORT ENQUIRIES WELCOME



Jerome Russell Cosmetics Ltd
102 TANNERS LANE • BARKINGSIDE • ILFORD • ESSEX
IG6 IQE

Telephone: 01-551 1027 Telex: 298681 COM SER G JEROME RUSSELL



Rec. Retail Price £6.50
PER KIT

If you have any difficulty in obtaining this wonderful new product, please contact us.

High Light MAIL ORDER FORM

Please send No..... Kits (as seen in this advert)

TICK	☐
TICK	☐
TICK	☐

12 KITS = £51.75 INC. VAT AND P & P
6 KITS = £26.91 INC. VAT AND P & P
3 KITS = £13.62 INC. VAT AND P & P

Name

Company

Address

Signature

Please send cheque with order to:

JEROME RUSSELL COSMETICS LTD.

102 TANNERS LANE • BARKINGSIDE • ILFORD • ESSEX
IG6 IQE

• Please print clearly



At long last, you can jump on it too

The move towards fibre is a bandwagon that just about everyone has been jumping on recently.

Everyone except the chemist, that is. Sadly, the chemist

has had to stand helplessly by and watch grocers and health food shops get rich on bran cereals, baked beans, and whole-meal bread.

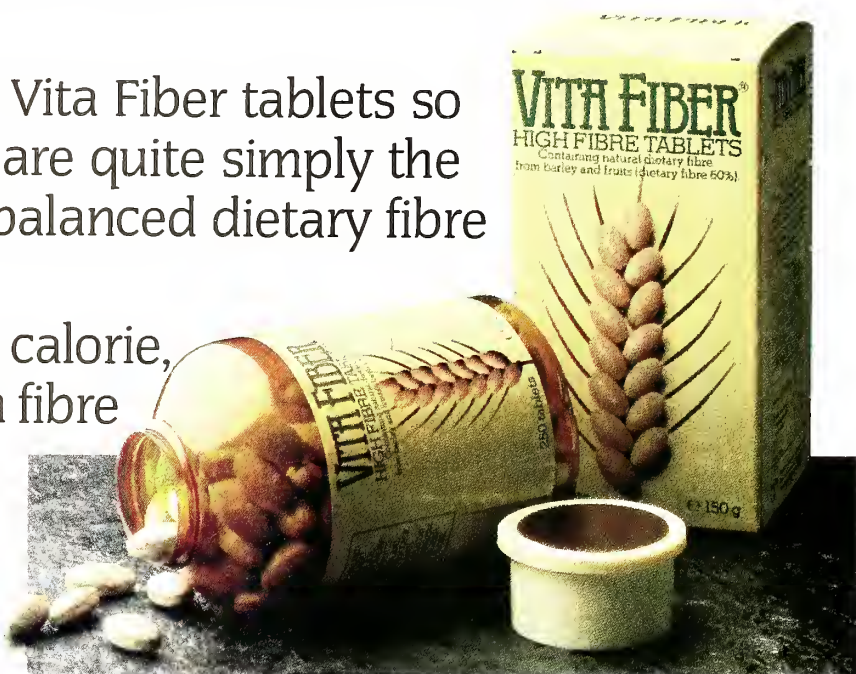
You'll be glad to hear, though, that this unhappy state of affairs has changed dramatically. With the introduction of new Vita Fiber high fibre tablets.

Developed in Scandinavia, where they are already an established best seller, Vita Fiber tablets have taken the British market by storm.

Virtually every outlet that stocked up for the launch has reported completely selling out within a few short weeks of the start of advertising.

The thing that makes Vita Fiber tablets so special is the fact that they are quite simply the most concentrated form of balanced dietary fibre you can buy.

They contain only one calorie, yet more than twice as much fibre as high fibre breakfast cereals. Making them the easiest and most convenient way there is to take fibre.



For anyone interested in fibre, whether for weight control or general well-being, Vita Fiber will prove irresistible.

Our promotional budget up to the end of this year will be in excess of £1,000,000.

It has already begun with a heavyweight press campaign in national newspapers and magazines.

Then, later on in the year, we will be following this up with television and yet more press.

So make sure you stock up with plenty of Vita Fiber now. And don't despair. You can get rich in fibre too. With the richest source of natural fibre you can buy.

VITA FIBER®

The high fibre diet made easy.



Vantage haircare range unveiled

A range of haircare products which have until now been exclusive to the hairdressing trade are to be included in the Vestric Vantage range.

Manufactured by Sarah Long for the past 30 years, the range comprises a clear shampoo with dry, greasy, normal and medicated variants (400ml, £0.56), two conditioners for normal to greasy and normal to dry hair (200ml, £0.49), and a "special formula" anti-dandruff shampoo (250ml, £0.77). "We have watched the trend towards larger bottles



at value prices and have chosen the 400ml size as a good family shampoo," says Gilmour Crosbie, Vantage product manager. The plastic containers feature the Vantage label which on the reverse offers the service of the Sarah Long hair beauty consultant. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Robes and towels from Endocil

A robe and towel promotion on Endocil skincare products runs through independent retail chemists from mid-July to September. The personalised robe and towel promotion follows the recent relaunch of the company's range of moisturisers and beauty creams (C&D June 18). *Chefaro Proprietaries, Cambridge Science Park, Milton Road, Cambridge.*

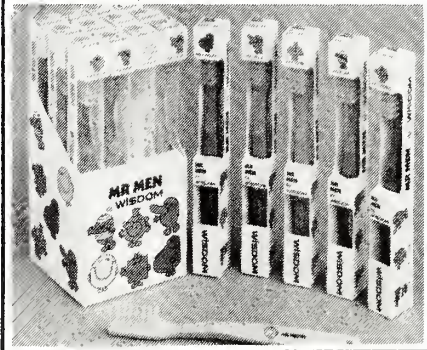
Fitness competition on Elseve

L'Oreal are running an Elseve consumer promotion. Featuring Suzanne Dando, the promotion takes the form of a free consumer competition with fitness and health related prizes. First prize is an Action Holiday for two worth £2,500 while there are 10 second prizes of exercise bikes and 50 jogging suits as third

prizes. Each entrant will also receive a free Suzanne Dando workout chart.

To promote the competition in-store, L'Oreal have produced merchandising material including a showcard and dispenser for the competition leaflets. *Golden Ltd, 30 Kensington Church Street, London W8.*

Six Mr Men characters are included in the Addis range of Mr Men toothbrushes for children. Each toothbrush (£0.59) is a junior size with round-ended nylon filaments in a soft to medium texture. *Addis Ltd, Brushworks, Hertford*



Summer Superbuys from Numark

The next Numark national promotion runs in-store from July 11 — 23 and includes a Numark/Heinz baby holiday competition. The first prize is worth £1,000 and there are five £100 runner-up prizes. Competitors have to place in order of importance certain routines that should be arranged for baby travel and complete a tie breaker. The closing date will be August 8.

Summer Superbuys on promotion include Steradent tablets, Imperial Leather soap, Timotei shampoo, Belle Color, Libra, Wilkinson Sword double-edged blades, Impulse bodyspray, Paddi Cosifits, Heinz baby food cans, Aquafresh 3, Sweetex, Tender Touch cleansing wool, Bristows hairspray and

Elastoplast.

Window bills, stackcards and shelfcards will support the promotion and advertising will run in *The Sun*, *Daily Mail*, *Daily Express*, *Sunday Post*, *Woman's Own* regional papers and on Ulster television.

Other Superbuys on promotion include Pearl Drops, Pears shampoo, Kleenex Boutique tissues, Head & Shoulders shampoo, Palmolive rapid shave, Andrex, Silvikrin shavers & toners, Odor-eaters, Wet Ones and Oral B toothbrushes. Woodward's gripe water, TCP liquid, Savlon anti-septic, cream and Setlers are optional extras. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

September launch for Henry's Cat

A range of character toiletries is being introduced by Bellair Cosmetics in September.

A 100g soap, 125ml bubble bath and talc (all £0.89) are based on the Henry's Cat series to be broadcast by BBC TV in the Autumn.

Monster soaps also have a September launch into the children's market. There are three 50g soaps to a packet (£0.99) featuring designs of Innu, Nezzie and Smugger while a rabbit and a cat soap (50g, £0.89) are available for baby.

Another fragrance, Syringa, has been introduced and comprises talc and soap in packs of three (£1.29), foam bath (£1.29) and gift sets of talc and soap (£1.89).

Further additions to existing ranges are: Fruit fragrance peach hand and body lotion (£0.99); Old Cottage lavender liquid soap (£1.59); Betsey Clark soap in sets of two (£0.89); Rose hand and body lotion (£0.99) and liquid soap (£1.25). *Bellair Cosmetics, New Road, Winsford, Cheshire, CW2 2NX.*

Scholl coupon

A coupon worth 20p against the retail price of Scholl air-pillo insoles is available in the July 16 issue of *Woman's Own*. *Scholl UK Ltd, 182 St John Street, London EC1P 1DH.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4
Bergasol sun lotion:		C4 (G)
Bic razors:		All except U
Blue II:		All areas
Cidal soap:		Bt
Elastoplast range:		All areas
Glints:		All except Ln, So, A, M
Jaaps health salts:		Sc
Limara bodyspray:		All exc Ln
Lucozade:		All areas
Mafu range:		So
Maws Wipers:		All except A, We, B, E, CI
Mycil:		All except Ln, Y, NE, U, E, CI
Nivea:		All areas
Optrex lotion and drops:		All areas
Odor-eaters:		All C4 areas
Pampers disposable nappies:		All areas
Polytint:		Lc, Sc, So, A, U, We, B, G, E, CI
Ponds cold cream:		Bt
Silkience conditioner:		All areas
Tahiti bain moussant with monoi:		All areas
Unican homebrews:		Ln, M, Lc, Y, WW, So, We

At last. A new product that will outsell Sunsilk.

Sunsilk is the outright brand leader in toiletries, with the biggest hair care range sold in Britain.

In fact, the Sunsilk Range itself is bigger than many UK toiletry companies!

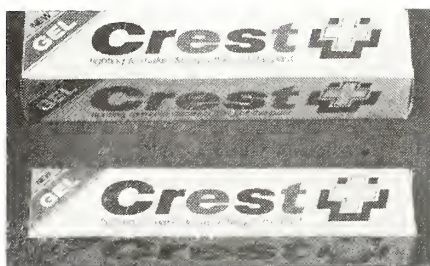
Now, at last, Sunsilk is going to have to make way for a new No.1.



COUNTERPOINTS

P&G woo kids with Crest gel launch

Crest + gel, described as a blue gel with sweet spice flavour and the same decay prevention benefits as Crest +, will be available to the consumer at the end of this month. This third variant will extend the appeal of the Crest + range to more consumers particularly children, say Procter & Gamble. In extensive testing in the UK, the sweet spice flavour, together with the gel, is said to have shown a



particularly high level of acceptance among children. Packs, flagged "new gel," are uniform in size and price with the two existing variants. *Procter & Gamble Ltd, Gosforth, Newcastle-on-Tyne NE99 1EE.*

Scottish foray for Endet powders

Endet teething powders from Cullen & Davison are now available in Scotland. The product originated as a nostrum from Kennedys Medical Hall in the Northern Ireland fishing village of Portavogie.

The powders (Pharmacy Only) contain paracetamol 125mg and promethazine 5mg in 270mg. Six powders retail for £0.42. A display outer

containing 12 boxes of six powders is available. The recommended dosage for teething infants is: 3-7 months, one powder a day; 7-18 months, two powders a day.

Representatives will be visiting Scottish pharmacies and samples and further details will be available from stand 31 at Scotchem. *Cullen & Davison Ltd, 52 Lurgan Road, Portadown, Craigavon, co. Antrim, Northern Ireland.*

Hardy Amies link-up for Original Additions

A fresh and bracing fragrance which reflects that certain style and confidence of a gentleman is how Original Additions describe the Hardy Amies range of toiletries. Comprising aftershave (2oz and 4oz, £4.95 and £6.50), cologne (4oz, £7.50, concentrate cologne spray £9.50), deodorant (£2.95) and talc (£3.95), opening parcels start at £100.

The company is also now distributing Maja soaps in their traditional Spanish packaging. Prices start at £0.75 for a 50g cake of soap rising to £6.30 for the de luxe talc drum.

Other activity by the company includes the addition of six new colours to the VNA nail treatment range and the launch of the Luna Lights range of nail polish.

A counter display unit holding three bottles of each of the 12 shades is

available. The retail price for single items is £2.95 (trade £1.71). *Original Additions Ltd, 12 Short Road, London W4.*

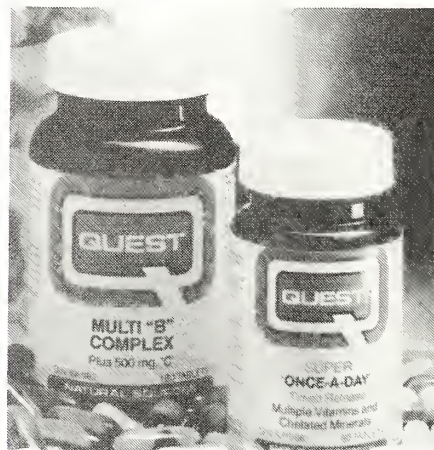
The new yellow, white and blue "gingham" pack for potassium-based Ruthmol, a low sodium salt for the health conscious (50g shaker pack £0.45, 250g refill £1.90). Cantassium Co, 225 Putney Bridge Road, London SW15



Canadian vitamins launched into UK

A new range of vitamins and dietary supplements is being launched onto the UK market next week. Quest Vitamins' initial package consists of 13 products. The Canadian parent company has some 90 products on the market and it is planned to introduce some of these into the UK at a later date.

The range consists of: multi B complex, mega B 100 (timed release formulation of B group vitamins), vitamin C 1000mg (timed release) vitamin E 1,000iu, synergistic selenium, once-a-day (multivitamins and chelated minerals), super once-a-day (timed release), lecithin 1,200mg capsules, Siberian ginseng 500mg, pollen tablets 500mg, super EPA 1,000mg (marine lipid



concentrate), aqualife 625mg capsules (green lipped mussel) and glucomana 1,000mg capsules (fibre extract from Japanese Konjac root).

A merchandiser holding 12 products and customer information leaflets is available for £27.42. An introductory offer to run until August gives 12½ per cent off trade price on any back up stock ordered with the merchandiser. Retail prices vary from £2.09 to £8.92.

The range is being launched to retailers at the Holiday Inn in Birmingham on July 13 at 7.30pm, and supported by independent wholesaler Interchem. All pharmacy retailers are invited. *Quest Vitamins (UK) Ltd, Unit 1, Premier Trading Estate, Birmingham B7.*

SCOTCHEM'83 THE SCOTTISH RETAIL CHEMISTS EXHIBITION
The McLellan Galleries, Sauchiehall St, Glasgow 10-12 July 1983.

OPENS SUNDAY JULY 10: 10am-9pm.

MONDAY JULY 11 and TUESDAY JULY 12: Noon-9pm.

**Professional
Buyers Only.**

Sunsilk.



Now, major re-formulation has achieved an important breakthrough in hair care technology. And we'll be spending an enormous £1.2 million to tell the consumer about it.

A new kind of shampoo

New Sunsilk Complete Care is an altogether better shampoo. Its unique lotion formula does more than just clean hair beautifully. It leaves hair easier to comb and more manageable. All four variants come in rich, creamy formulas with a stunning new perfume.

A new kind of hairspray

New Sunsilk Hairspray reflects the first major advance in hairspray formulations in more than a decade. It is finer, drier, and gives a perfect hold. What's more, it brushes out more easily than ever before.

In addition, the Deep Action Conditioner and Setting Spray have also been improved and repackaged with the beauty and elegance you've come to expect from Sunsilk.

Take advantage of this year's biggest hair care event with the new No.1: Sunsilk!



FROM THE BIGGEST NAME IN TOILETRIES. ELIDA GIBBS ✓

New discretion, with unique rounded ends.

New absorbency, the UK's most absorbent press-on.

New softness, for even greater comfort.

New convenience, even easier to flush away.

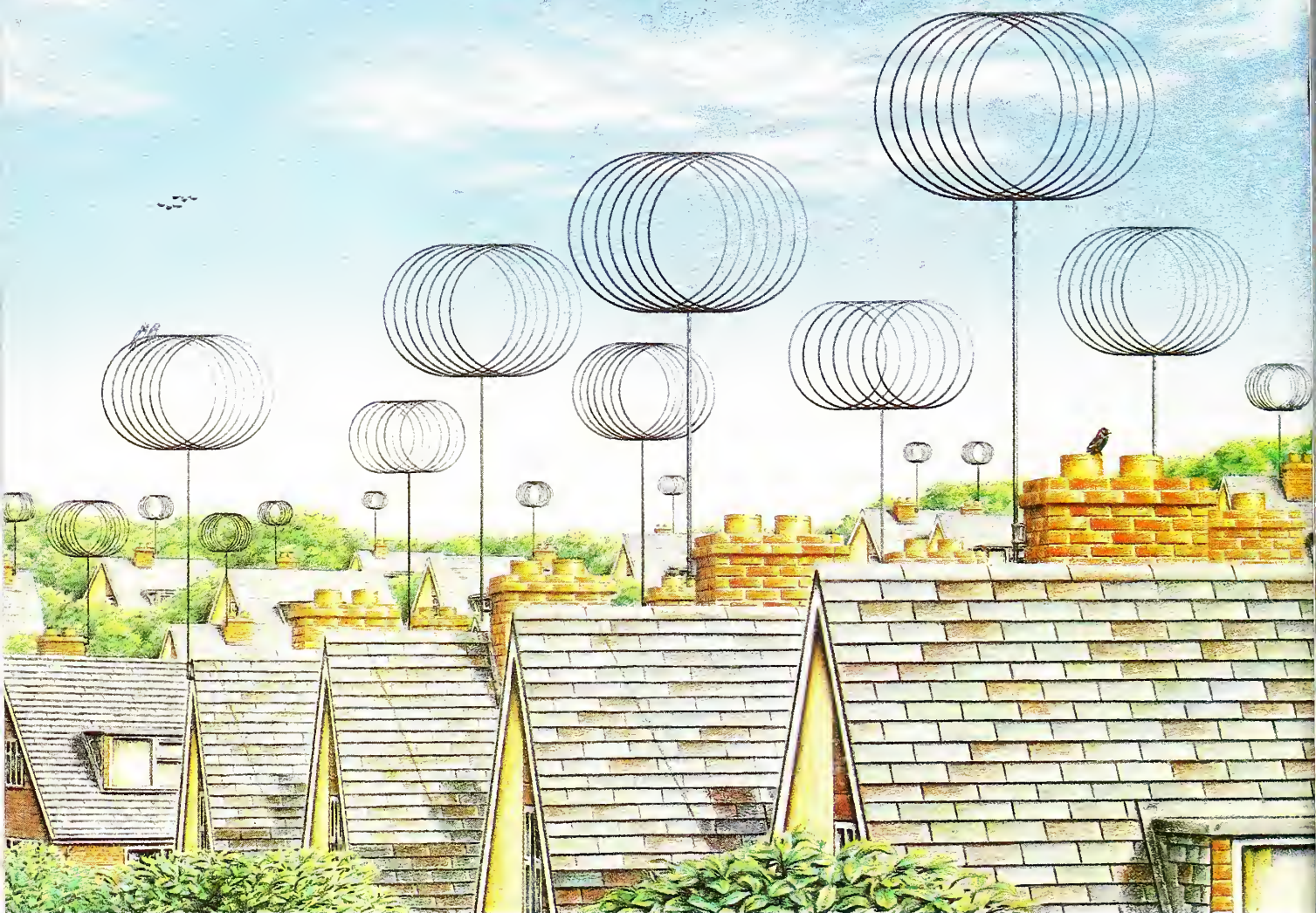
New Libra
New produ



New pack.
New deal.

Who's on air again with £1 million network TV?

TV bursts
starts Aug. 15



You know how well Sensodyne Toothpaste sells. It's your No. 1 profit-making brand – and that's without TV. Professional recommendation by dentists has led to more and more people who demand Sensodyne by name.

Now our £1 million National TV campaign will reach the millions more who don't always visit their dentist regularly. Sales have already soared ahead by an amazing 60%.* Second burst

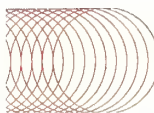
TV will push sales even further. Especially for fresh-tasting Mint flavour.

Make sure you're well in stock for the extra sales and profits. Display both flavours prominently. Act now.

For details of special bonus terms, see your Stafford-Miller representative or contact us direct on Hatfield 61151.

Stafford-Miller Ltd., Hatfield, Herts. AL10 0NZ.

SENSODYNE
TOOTH PASTE
for sensitive teeth



SENSODYNE
TOOTH PASTE
for sensitive teeth

*Independent Audit

SENSODYNE TOOTHPASTE

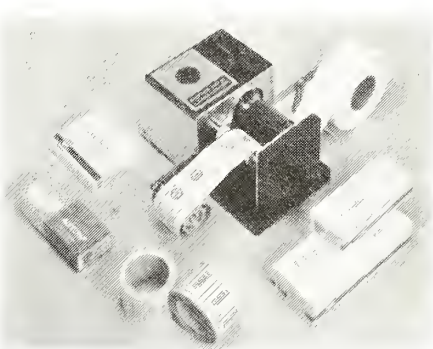
Premium priced for premium profits.

Low-cost labeller for the 'DIY' man

For anyone who uses self-adhesive labels for identification, marking and stock control, the desk-top Labeller from Better Packages produces good results at little cost, they say.

The Labeller will print in a number of colours on a variety of self-adhesive papers in roll form, including fluorescent, fabric, card and metallic materials. The machine automatically butt cuts the labels as they are printed and any size from 1 × ¼ in up to 3 × 9 in can be produced. There are no adjustments needed as the size of cut is automatically selected according to the dimensions of the stereo being used.

The machine (£1,275-£1,575, also lease terms) will handle short or long print runs at speeds up to 7,000 labels per hour. The consumable materials such as rolls of paper and inks are readily available direct from the manufacturers. The quick-change rubber stereotypes are obtainable on



forty-eight hours turn round from receipt of customer's artwork. A typical cost is £12 for a 3-inch square rubber stereo which will print at least 100,000 labels. Production costs for labels would be about £2 per thousand for 2 in sq and £4 for 3 in sq.

The Labeller runs from a normal 13 amp power point and is compact, measuring just over 12 in sq with the reel arms folded. It is equipped with a speed control, a handwheel for setting up prior to printing and press-buttons to pre-set the exact number of labels required.

Better Packages (UK) Ltd, Powder Mill Lane, Dartford, Kent DA1 1NN.

Capsule filler for liquids

Cygnus Products have developed a simple capsule tube filling station for short to medium run liquid filling requirements. The unit includes a dosing pump feed line, and 12 a station capsule loading, filling, sealing and discharging platform. A single operative can fill and pack several hundred capsules per hour in a typical application.

The pump operates automatically as the station is indexed round by the operative. The pump is supplied with a micro-screw adjustment to permit individual capsule doses of any required size in ranges from 0.0003 ml. The pump is self-priming and its suction will lift up to about 2 metres (water equivalent).

The unit is constructed from corrosion resistant materials, with the feed line designed to prevent dripping between doses. The capsule holders in the station are made individually to suit the customer product shape. Controls prevent movement of the station during filling and prevent double filling of a single capsule. A manually operated trigger ejects the capsule at the end of the cycle. *Newmet Cygnus Ltd, 114 Foxley Lane, Purley CR2 3NB.*

■ The Kirby Oldham PLP 3 label printer is now offered with two memory options. The first offers the 24,576 character memory completely vacant to be programmed by the pharmacist. The new

option is a partially programmed memory with 581 drug names and 75 instructions. This is supplied at no extra charge. *Kirby Oldham Ltd, Ellen Street, Oldham OL9 6QQ.*



The Reflocheck blood glucose meter incorporates a host of unique features which make it exceedingly reliable in use, say manufacturers BCL. A bar code on the strip calibrates the instrument every time it is used, thus compensating automatically for any changes between batches of strips. All that is required to perform the test is to apply the blood to the test zone, wipe off and insert into the meter, the bar code does the rest. Designed for hospital use the meter is portable, gives quick results over a wide range of values using a wipe-off stable test strip. BCL, Boehringer Mannheim House, Bell Lane, Lewes, East Sussex BN7 1LG

Laserspec for testing eyesight

A new eye test instrument — Laserspec — enables people to test their own eyesight in less than 30 seconds.

The unit comprises a small table-top console with a specially developed diffraction viewing screen on which is seen a dark and red pattern. The viewers test their eyesight — or the accuracy of their spectacle prescriptions — by looking at the speckle pattern on the screen.

With 100 per cent vision the pattern appears stable. If the eye under test is



myopic the speckle pattern moves in a downwards direction — if long sighted it moves up. A sideways movement indicates astigmatism. The degree of eye defect is directly related to the speed of the pattern movement.

The speckle pattern which the viewer sees is a characteristic feature of the system's built-in very low power laser light source. It is the result of coherent light wave interference (light waves alternately cancelling and reinforcing each other's intensity). The speckle pattern is occurring at every point in space between the Laserspec screen and the viewer's eye. Because the pattern has no definite plane of position, the eye muscle automatically relaxes. In this state, the eye is checked under ideal test conditions.

For viewers with an eye defect, movement of the speckle pattern occurs because two adjacent light rays from the screen are arranged to be moving vertically with respect to one another. These rays cross over in front of the eye's retina in cases of myopia, and behind the retina in cases of hypermetropia. The relative movement of the two rays therefore produce an upward or downward movement of the speckle pattern, because the rays which are converging upon one another in the short-sighted eye will be diverging in the long-sighted eye.

Laserspec costs around £1,200. Further information from Dr P.D. Cook, 01-992 0268 or *Scientifica-Cook Ltd, London W3 8AU.*

HISTORY OF PHARMACY



Students from the School of Pharmacy at Plymouth on a visit to Parke Davis, Hounslow, in January 1938. The School moved to Plymouth Technical College in 1924 from University College, Exeter

Pharmacy education in the South West

The pharmacy school at Plymouth, closed down in 1963, is still remembered with affection by former students. Mr E.C. Burrow, MPS, recalls some of the personalities involved.

Registration of pharmacists was first rationalised in the 1868 amendment to the Pharmacy Act of 1852. From the end of that year it was unlawful for anyone to sell or keep open a shop for the retailing, dispensing or compounding of poisons unless registered as a pharmaceutical chemist or chemist and druggist.

Those admitted to the Register were all those already carrying on the business of chemist and druggist, all registered assistants and associates and any person who had been employed as an assistant in dispensing to a pharmaceutical chemist or chemist and druggist for not less than three years and who passed a modified examination. Army compounders were included in this group.

It was 1922 before the dental profession took similar action and 1948 before the veterinary profession followed suit. In both these cases a separate Register was prepared for those not fully qualified. The opticians took similar action several years later.

Entry to the profession of pharmacy from 1868 was by registration as an apprentice or student, followed by an apprenticeship and then the qualifying

examinations. Until 1913 latin was a compulsory subject for registration as an apprentice or student.

Prior to 1914 a would-be chemist (the term pharmacist was rarely used) would serve three or four years apprenticeship under articles, the stamp duty for these being 2/6d or 5s if a premium was paid. The shop hours were 8.30am to 8pm with meal breaks and one day closing at 1pm.

In larger towns, where the subjects for part 1 of the qualifying examination could be studied at a college, the apprentices would be allowed to attend evening classes. Others could take postal courses.

Premiums were often demanded, though these were sometimes repaid as wages. Some men went direct to college after completing their articles. Others took posts as improvers. The deciding factor was probably a financial one. If a student could raise the money he would go direct to college, if not, he would work to save for the fees. Few grants were available.

The Pharmaceutical Society's college was at Bloomsbury Square and was always referred to as "the Square." The fees were higher than at other colleges and

the course for the chemist and druggist qualifying examination was for a full nine months. Professors Redwood and Bentley were of its more notable lecturers.

There were a number of private colleges such as the London at Clapham, the Westminster and South London at Kensington and the Central at Marylebone Road. Postal courses were available from these colleges. Some older pharmacists may remember Messrs Wootton and Gosling.

Qualifications

The colleges catered for the preliminary, minor and major examinations. The minor, or, chemist and druggists qualifying examination, led to membership of the Society, while the major led to registration as a pharmaceutical chemist. These qualifications continued until 1954 when both were united into one Register of pharmaceutical chemists. Those holding the PhC diploma were made Fellows of the Society.

The colleges ran courses of three, six, or nine months and students would normally qualify after six months.

The C&D Diary of 1881 carried an advertisement for the Westminster College of Pharmacy. The fees for the preliminary examination were £2 for one month or £5.5s until the examination was passed. For the minor examination the fee was £3.3s for one month, £7.7s for three months or £10.10s until qualified. For the major the fee was £3.3s for one month or £7.7s until qualified. The fees included all text books and apparatus.

Accommodation could be provided at £1.1s per week. Prior to 1914 there would be 50 to 60 students in a college and, despite the short courses, students found time for sports.

All examinations were held at the Square. The chemist and druggist examination took about two hours and was almost entirely oral.

At the end of the 1914-18 war some 4,000 ex-servicemen applied for state aided pharmaceutical training. The existing colleges could not cope with anything like this number and 16 schools of pharmacy were established.

In 1919 a pharmacy department was opened at Exeter as part of the University College of the South West. This was situated in Little Queen Street. The subjects for part 1 were chemistry, physics and botany. For part 2 they were materia medica, pharmacy, including posology, translating and dispensing of prescriptions, and poison law.

The subjects for part 1 were taken with the inter BSc students. In the first year there were 36 students, mainly ex-

servicemen and a few ladies. It was quite usual to study for both parts of the examination at the same time. If successful with part 1 the student took part 2 a few days later. Six students qualified at the end of the first year.

In the 1920-21 session there were 45 students, again mainly men. The principal of the college was Mr Heatherington. Mr Lewis, an excellent lecturer, taught chemistry. Mr A.H. Ware taught botany, materia medica and pharmaceutical chemistry. Even in those early days Mr Ware was described as a "father confessor" and in later years he was affectionately known as "Daddy" Ware. He did a lot of work on plant phenols, and phlobotannins is a word that is always connected with him. Some of his work has been acknowledged in textbooks written by Professor Trease. Other lecturers were Messrs Hathaway, Pearson, and Sagar. Others interested in the department were Messrs Tickle, the city analyst, Rowsell, a member of Council, and E.G. Southerdon.

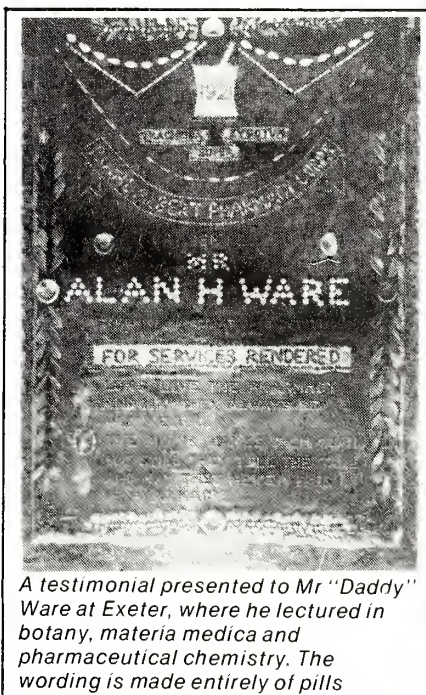
Courses at Plymouth

The first mention of advanced pharmacy courses in Plymouth is that in 1919 a pharmacist from the Royal Naval Hospital at Stonehouse, probably Mr Booth, gave lectures at the Plymouth Technical College to members of the Society and pharmacy students who were attached to the Special Brigade Royal Engineers and stationed near Plymouth. It is possible that they were connected with laboratory work in studying gas warfare.

In 1924, the pharmacy department was transferred from Exeter to Plymouth Technical College. This was arranged while Mr Rowsell was president of the Society. Only two students were transferred from Exeter. Mr Raymond Smith of Newquay and Mr Bennett. The writer can remember Mr Bennett as an apprentice of Mr S. Northey, Bodmin.

When only part 1 of the qualifying examination was taken at Plymouth Dr Thackeray was the principal. At the time of the changeover it was Mr Templeton who was followed by Mr Boeree. Mr Duckett, principal of the art school, deputised during the second world war and Mr Bailey was the last principal. Mr Ware became head of the department in Plymouth and remained until his retirement in 1940.

Mr C.W. Young, a Scot, taught materia medica. He left for Belfast in 1929 and was a lecturer at the College of



Technology's pharmacy department for some 30 years. A trust was set up in the early 1960s in his memory; members of the Pharmaceutical Society of Northern Ireland and wholesalers in the Province contributed to the fund. The C.W. Young Award is available to members, associates or students of the PSNI for postgraduate research or study at Queen's University department of pharmacy.

Mr Young was succeeded by Mr Victor Smith, who also lectured in pharmaceutical chemistry. Miss Mundy took botany and she was followed by Miss Stanbury in 1931, who is still living in Hartley, Plymouth. About 1950 Miss Turpitt also taught botany and Miss Rowett zoology.

Head of the chemistry department was Mr R.R. Butler, who was followed in the early 1930s by Dr Royle. Lecturer in chemistry was Mr T. Thorne (Sam) Barnes, who was a well respected member of the staff. The lab attendant was Jim Lloyd and later Messrs Lambert and Lynton. Mr F. Marks was head of the physics department and he was assisted by Mr Lock. Jock Kerswill was the lab attendant.

Until 1935 the subjects for the chemist and druggist qualifying examination were dispensing, preparation of galenicals, pharmacognosy (materia medica), organic, pharmaceutical, and physical chemistry, forensic pharmacy. Physiology was added in 1935. Miss Stanbury became responsible for this subject.

The three year course was introduced in 1958. In this year apprenticeship was

abolished and a one year postgraduate practical course substituted.

During the 1920s and early 1930s students played football and rugby in the Winter and cricket in Mount Edgecumbe Park in the Summer. As the course became more intensive there was no time for these activities. Students took little interest in the affairs of the college. During the 1936-37 session pharmacy students were threatened with expulsion if they did not join the students union.

Other lecturers in the 1950s and early 1960s were Mr Honey, chemistry and zoology; Mr Winterbottom, chemistry; Mr Wilde, forensic pharmacy; Miss J. Allison (now Mrs Girven) pharmaceuticals; Dr Collins, pharmaceutical chemistry; Mr Walster, pharmacology and physiology; and Mr Price who left to go to South Africa to help form a new college of pharmacy. Mr Eric Adams deserves a mention — popular with students, he and his wife Olive were active members of the Society's Plymouth Branch.

For many years both theory and practical examinations had to be taken in London or Edinburgh. Later, the theory examinations could be taken in Plymouth. The first invigilator was Mr C. Condy U'ren and he was followed by Mr Mervyn Madge. Students could reside at the Astor Hall at Stoke. Despite this being a lovely building few students stayed.

Closure in 1963

Eventually the technical college had to be demolished due to the replanning of the war-damaged city. It was arranged for a pharmacy degree course to be included in a new polytechnic college and an area was allocated for this department. However, the University of London's requirements could not be met. It seemed that they did not want a pharmacy degree course at Plymouth.

The department closed in 1963. Ten to 15 students were affected by this closure. They were given very little notice and had some difficulty in transferring to other colleges. A tablet recalling the old pharmacy department was installed in the new Polytechnic by the Plymouth Branch of the Society. Mr Smith retired and continued to live in Plymouth until his death in 1981. Mr Adams moved to Portsmouth and has now retired.

The affection with which the department was held was shown by replies to a letter published several years ago. It is hoped that all were acknowledged. If by chance any were missed will the senders accept a belated "Thank You."

LET YOUR CUSTOMER TAKE THE LEADING SWISS BIOLOGICAL PIL FOOD TO **HELP!** HAIR & NAILS

There should be a pack of 100 capsules PIL FOOD £15.94 r.r.p. on your shelf next to the Pharmaton
ASK YOUR ETHICAL SUPPLIER FOR STOCK . . . G.S.L.

Ah yes, they'll re



We're running an unforgettable combination of TV and national newspaper advertising together with a very attractive consumer offer this summer.

It's all designed to get Britain's picture-taking public to demand their prints on 'Kodak' Paper.

On TV, the commercial shown briefly at Christmas with the "Ah yes, I remember it well" song and the Kodak Monitoring Service (KMS) symbol will be on air throughout the country from July to September.

This symbol is available only from Finishers who use 'Kodak' Paper and Chemicals.

National press advertising will reinforce the TV message to consumers, explaining the benefits of having their films processed where they see the KMS symbol. So that "only when they see this

sign can they be sure that every stage of processing has been regularly checked by the Kodak Monitoring Service."

How we'll spend this summer.

w/c July 25	NATIONAL TV	
w/c Aug 1	NATIONAL TV	NATIONAL PRESS
w/c Aug 8	NATIONAL TV	NATIONAL PRESS
w/c Aug 15	NATIONAL TV	NATIONAL PRESS
w/c Aug 22	NATIONAL TV	NATIONAL PRESS
w/c Aug 29	NATIONAL TV	NATIONAL PRESS
w/c Sept 5	NATIONAL TV	

remember it well.

**“My shirt
was pink.”
“No, it was
white.”**

If you can't recognise your own shirt in your colour print, it may not be your fault or your camera's.

Chances are that the wrong colour is due to the way your films have been developed and printed.

That's why it's important to give your films for processing to a photographic retailer or mail order company that uses the Kodak Monitoring Service symbol.

Then you can be sure not only that your prints are on 'Kodak' Paper, but that every stage of processing is regularly checked by Kodak.

So there's less chance of your getting the wrong colour. And being seen in the wrong coloured shirt.

Look for this symbol when you get your next film processed.



Smile. It's on 'Kodak' paper.



Kodak is a trade mark

SPECIAL JACKET OFFER
£9.50

As an extra bonus this Summer, Kodak is offering a stylish lightweight jacket for £9.50 inc. VAT, plus £1.25 p&p and 2 'Kodak' Jacket Vouchers

Details inside print wallets. Offer closes October 31, 1983. While stocks last, available from participating retailers and photofinishers only

Don't miss out on all this heavy promotion. Make sure you display the "Smile" message and the KMS symbol so that your customers identify with our national campaign and know that Kodak checks the quality of your photo finishing.

Special Jacket Offer.

As extra promotional support this summer for retailers offering 'Kodak' Paper, we have organised a special 'Kodak' jacket offer.

Your Finisher will have supplies of windowbills showing the attractive 'Kodak' Lightweight Jacket, and will be putting a Special Offer voucher into each print wallet. The price to your customers is an incredibly well-cut £9.50, inc. VAT, plus £1.25 for p&p and two 'Kodak' Jacket vouchers, helping you gain valuable extra business.



Talk to your Finisher to see how you can tie in with the exciting campaign. Or post the coupon.

To: Doug Doolan, (A6F), Kodak Limited, Finisher Sales Department, Kodak House, P.O. Box 66, Hemel Hempstead, Herts. HP1 1JU.

All my prints are made on 'Kodak' Paper. So please arrange for my 'Kodak' Paper display kits to be sent as soon as possible.

Name: _____

Position: _____

Company: _____

Address: _____

My Photofinisher is: _____

CD 9/7/83

Smile. It's on 'Kodak' paper.



Kodak is a trade mark

Selling more merchandise through presentation

In the first article in this series on in-store merchandising techniques (*C&D*, June 11, p1091) Geoff Hilton — marketing manager of the Northfleet Group — covered aspects relating to the layout of the shop. Here he turns his attention to the various approaches to merchandise presentation, including retail hot spots, blocking techniques, linear merchandising, access levels, facing theories and the utilisation of display equipment.

Having planned an effective shop layout and positioned the main categories of merchandise on the sales floor, it is now time to consider methods of presenting merchandise to the shopper.

Not only is the overall positioning of the stock within the shop important, but the actual spot selected for individual items within each designated area is also of considerable significance. Free access to merchandise has become vital in encouraging the shopper to buy more — a feature which became apparent with the change from “give” to “take” purchases following the introduction of the self-service concept. The “take” purchase must therefore be made as comfortable and convenient as possible to increase sales.

Retail ‘hot spots’

Areas which are strong retail “hot spots” include:

- ☐ Shelves on the right hand side of the shopper (most of us are right-handed).
- ☐ T-junctions or back walls.
- ☐ Areas where shoppers accumulate, eg. next to the cash till or check-out.
- ☐ Aisle and gondola ends, or aisle junctions.

Conversely, non-active sales areas include:

- ☐ Left hand side of the main traffic flow.
- ☐ Area behind the entrance.
- ☐ Corners and middle aisles.

For non self-service shops, major “hot spots” are those zones where merchandise facings are in sight, behind the service counter and, especially, on the counter itself. Weak areas are those which are not easy to see and which are away from the space within which the shopper can move.

Blocking techniques

There are two alternative methods of shelf merchandising. With *horizontal* blocking, varying unit sizes of the same category of merchandise are aligned on a single shelf, usually with the smaller units to the left.

The main disadvantages of this method are: (a) As the customer scans the fixtures at eye level, some categories of merchandise can be missed entirely.

(b) Shelf spacings can only be a compromise to suit three or more package sizes. (c) Heavy packs are displayed on smaller, upper shelves.

Vertical blocking is the system adopted by most retailers. This has the distinct advantages of: (a) Ensuring that all product categories are scanned at eye level. (b) Optimised shelf spacings. (c) Larger, heavier pack sizes being merchandised on the stronger base shelf.

Linear merchandising

Figure 1 shows how merchandise can be arranged so that higher margin lines are encountered first by the shopper within the overall traffic flow. This means that the

brand leader is the last label to be presented to the customer. Similarly, convenience lines should be displayed before conventional packs, working on the principle that the “first choice is the best choice” from the retailer’s point of view.

Research from the Institute of Marketing supports the “eye level / buy level” theory. The best position of the shelf — proved by both experience and in test trials — is at sight level. The four major display zones on any shelving system are “stretch”, “sight and take”, “take” and “stoop”, with “sight and take” obviously being the best area for high-margin, fast-moving merchandise.

Moving goods from the “sight and take” zone to the “stoop” area can reduce sales by up to 80 per cent. The “sight” zone can be increased dramatically by utilising a graduated shelving system as shown in Figure 2 on p79.

Facings theory

The Institute of Marketing has also proved that another highly important factor in merchandise presentation is the number of facings given to a particular product. Research shows sales can be dramatically affected by mass facings. For example, a reduction from three facings to one resulted in sales reductions of 29 per cent and 66 per cent for orange juice and deodorants respectively; increases from two to four produced sales improvements of 40 per cent and 35 per cent for hair sprays and hand cream.

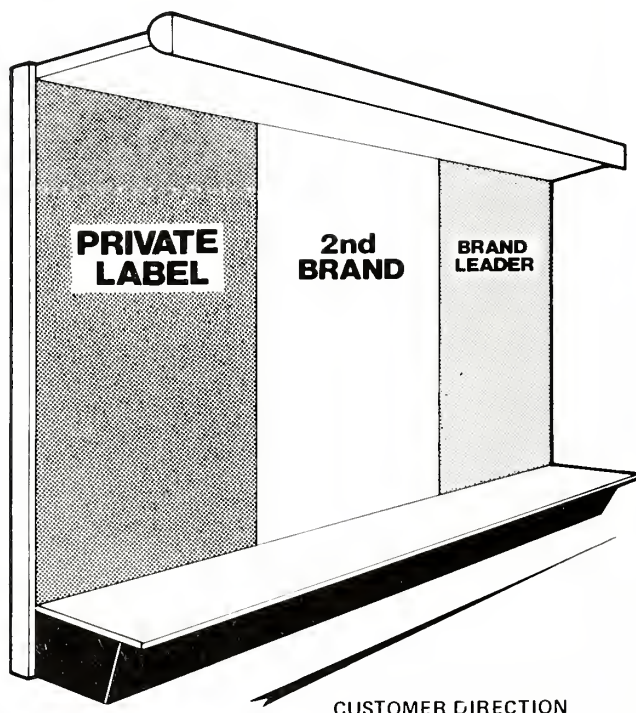
It follows, therefore, that the proprietor should stock fewer lines and show more facings of each, and use

Continued on p76

Figure 1

Linear merchandising

Private or own label lines carrying a higher margin are encountered first, followed by the number-two brand and then the brand leader



HOT NEWS FROM SETON.



We first introduced you to Tubigrip, think how successful that's turned out to be. Now we're introducing you to two new products, Quench and Care.



The first is expected to become leader in a whole new market for burn cream.

The second, an antiseptic, has a potential target market of 73% of all mothers.

Both have been heavily researched and both will take hefty amounts out of their respective multi-million pound markets.

So don't get burnt, get stocked up to meet demand.

Seton[®]
THE 'TUBIGRIP' PEOPLE

Seton Products Ltd., Tubiton House, Oldham OL1 3HS. Tel: 061-652 2222 Telex: 669956.

Continued from p74

Use your equipment to advantage

stepped shelving to increase linear footage available for display purposes.

Always make the best possible use of available equipment and systems to maximise on the impact made by in-store displays.

Start by undertaking a careful assessment of the ubiquitous manufacturer's stand. Many companies offer free display stands with their goods and these should be closely examined along the following lines before they are used in any shop:

- ☐ Do they require more space in the shop than the potential sale of the product warrants?
- ☐ Does the colour and overall design of the stand conflict with your intended decor style?
- ☐ Does the obtrusive nature of their design and advertising slogan dilute the impact of your own promotional display?
- ☐ Does the stand's design allow it to be positioned in the appropriate location for that type of product?

A shop containing a plethora of manufacturers' stands will soon assume a cluttered and confused appearance, so ask yourself whether the short-term gains of these devices might detract from the longer term benefits of a smart, well merchandised outlet.

Sloping shelves

There are simple shelving devices which will automatically improve the display of merchandise to customers. Upward

sloping shelves, for example, result in a more stable display, with the face of the pack in line with the customer's vision. Similar benefits can be achieved with downward sloping, binned shelves, where gravity feed will keep the display neat and tidy.

Don't be afraid, from time to time, to consciously interrupt the merchandising logic with a totally incongruous product positioning which will add an element of surprise and interest to the display and create a further impulse purchase "hot spot". This is what I term the "sore thumb principle" and would cover, for example, photo albums among the toiletries in a pharmacy or diaries in the middle of greetings cards in a CTN outlet.

A retail outlet is at all times a changing entity, requiring equipment to accommodate a comprehensive range of merchandise which can accept alterations in future retailing patterns. It must therefore be equipped to last. ■

Part I of this two part series appeared on June 11, p1091. The Northfleet Group have further information available on the Showrax range of shopfitting equipment and services at Tower Works, Lower Road, Gravesend, Kent DA11 9BE.

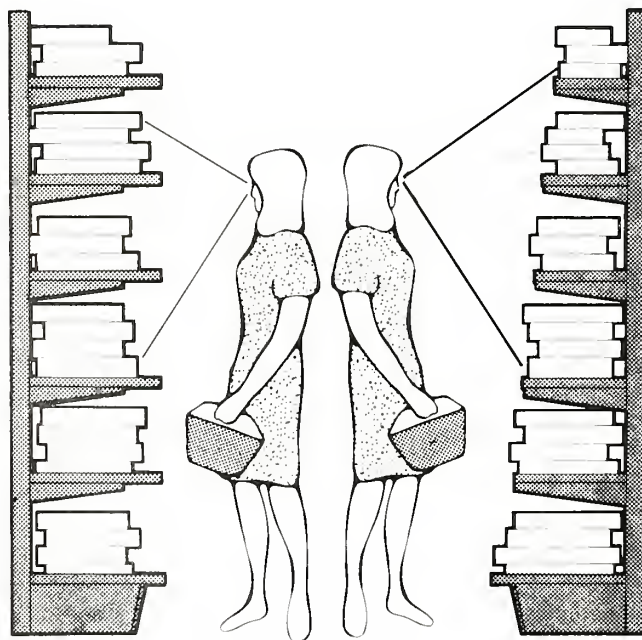


Figure 2
Graduated shelving
The 'sight' zone can be dramatically increased by utilising a graduated shelving system

Successful retailing through advertising by Eric Lowe. Paperback, illustrated, 184pp. £7.95. Published by McGraw-Hill Book Co (UK) Ltd, McGraw Hill House, Shoppenhangers Road, Maidenhead, Berks SL6 5BR (ISBN 0070845883).

Eric Lowe is advertisement controller for Thomson Regional Newspapers, and his book is aimed at small independent retailers who may wish to advertise in their local paper. Most of the illustrations are of this type. Described as a do-it-yourself guide to retail advertising the book leads through planning and budgeting, designing the actual advertisement, getting assistance from manufacturers, and linking up with in-store promotion. A chapter called "Inside information" explains the mechanics of how the newspaper will handle your advertisement. One chapter deals with radio advertising, and the Code of Advertising Practice is covered in another. Written in a lively manner, without technicalities, the book will prove invaluable for anyone planning a local advertising campaign.

HEALTH CENTRE NEWS

■ A single storey health centre is to be built in the grounds of Langthorne Hospital, Langthorne Road, Leytonstone, London E11, by NE Thames RHA at an overall cost of £965,000. Tenders go out this month and work will take about 18 months.

■ Trent RHA is to receive approval for a health clinic at Hyde Bank Road and Church Lane, New Mills, High Peak, Derbyshire.

■ A neighbourhood centre health clinic is to be provided at Canford Health, Dorset, for the borough council.

■ West Midlands RHA: A £600,000 pharmacy block is planned for Solihull Hospital. Construction is due to start next year, with the project expected to take 18 months to two years to complete.

■ Planning approval is sought by Cornwall and Isles of Scilly Health Authority for a new health centre at King Street, Gunnislake, Cornwall.

■ A medical centre is planned next to Stratton Hospital, Stratton, Bude, Cornwall, for doctors.

■ The first phase of a new district general hospital at Redditch, for West Midlands RHA will incorporate a pharmacy and a nurse training school in a two storey extension.



Natrena. No calories. No aftertaste. No contest.

Natrena is the first no calorie sweetener specially developed to overcome the problem of aftertaste.

That's what we're letting consumers know in a massive radio and press advertising campaign linked to nationwide sampling, PR and promotions.

No wonder it's Britain's fastest growing sweetener.

Two counter- measures against diarrhoea.

Imodium TRADEMARK

loperamide hydrochloride 2 mg

for the rapid relief
of diarrhoea

Dosage: see enclosed leaflet



Imodium TRADEMARK

loperamide hydrochloride 2 mg

for the rapid relief
of diarrhoea

Dosage: see enclosed
leaflet



4 capsules

8 capsules

**New handy packs
for counter prescribing
from Janssen.**



Further information is available on request from:
Janssen Pharmaceutica, Ltd, Janssen House, Crayke Road, Stevenage, Herts SG1 2ET
Tel: Marlow (04384) 71744 Telex: 847788

OPEN SHOP

By a community pharmacist in East Anglia

Spontaneous reaction after 'topical' application

I have just made a spontaneous, and so far unrepented, decision. My patience snapped and I told a drug representative I was not prepared to take an initial stock of his new product, or words to that effect!

In breezes this gentleman and, with very little preamble, announces his company's latest medical breakthrough. A "new" topical steroid preparation designed specifically to fill that obvious gap in this underdeveloped area of drug therapy. There are some among you who might question this last assertion, but suffice it to say that this particular gentleman positively enthused over his miracle betamethasone salt, newly discovered gathering dust in his company's patent archives. His voice rose by an octave and volume as he extolled its pharmaceutical and medical virtues over the opposition, to the finale for pharmaceutical presentation — it was not only presented in two sizes of cream, ointment and scalp application but also in two sizes of base for those patients on intermittent therapy.

'Forgot to swoon'

I really must learn to control my emotions: I forgot to swoon, and the disbelief must have shown on my face. His diatribe stopped as he hit the pause button; there was a rapid change of tape and then the Coup de Grâce. Like Paul Daniels pulling off another mystifying feat of magical mindbending magnificence, a card suddenly appeared in his hand and was triumphantly waved before my eyes.

I should have dissolved in defeat for this card was stamped by the local surgery and bore the signature of one of the partners, but my resolve was not yet broken. I summoned my last reserves of resistance and read the card. It stated that the signatory had agreed to participate in a limited clinical assessment and requested that all pharmacists, who had said card flashed under their noses, should consider their professional responsibilities in not inconveniencing the

patient and take an initial stock, at their own expense, of this new product.

Debate

There followed a lively but friendly (I'm a nice guy really!) debate on his company's promotional techniques, at the end of which he left — without an order but with my assurance that I would consider the interests of the patient as being my highest priority.

You might wonder what the above recitation has to do with "Open Shop" a column primarily concerned with the business side of pharmacy. The dispensary cannot be considered as a separate department within the pharmacy but is an essential and integral part of that business. This is recognised by the fact that proprietor pharmacists (and companies) are private contractors to the National Health Service and it is *their* capital that is invested in order to obtain a necessary financial return. However, although we require an adequate commercial return, this must always be tempered by the constant awareness of our professional responsibilities to the patient.

The gentleman in the above story neither understood the financial commitment of the pharmacist, nor his professional responsibilities. To imply that, because a GP has signed a card stating that he has agreed to participate in a "limited clinical trial," then the pharmacist must invest his capital in stocking that product, in order to satisfy his professional responsibilities, is arrogant, highly insulting and professional blackmail.

I have no need to be told of my professional obligations by a representative of a pharmaceutical company, however respectable it may be. When I am invited to participate on an equal professional basis to the medical practitioner, and having due regard paid to my necessary financial commitment, then I will willingly co-operate for what I trust will be the ultimate benefit of the patient

Rubber walls

Rubber walls — if only I had rubber walls. How many times have I thought that when standing in the shop surveying the vast untidy array of variously-shaped stands, all specifically designed to sell a particular company's products to the total exclusion of the competition, and all for my benefit! But now a new twist to the ancient art. Some cosmetics companies, and Max Factor in particular, have gone into the shop-fitting business. Their new stands look highly presentable, they are one-sided, approximately one shelf wide and a normal wall fitting tall.

How deep is your shop? Having put Max Factor, Maxi, Miners, Outdoor Girl, and Yardley side-by-side, 15ft of wall space has been refitted and suddenly your shop is transformed. No more nasty floor stands cluttering up the centre of the shop, no more damaged ankles, no more slow-selling products in drawers — all is beautifully displayed in full-frontal perfection.

Euphoria begins to set in . . . Now if only Elida Gibbs, Beechams, Reckitts et al would supply similarly beautiful floor stands to hold all the toiletries I have had to remove from the wall shelving in order to accommodate the cosmetic stands . . . Ah well! back to my rubber walls! ■

Prescription poser

No. of days treatment NB. Ensure dose is stated	NP	Prescribing Office use only
Disident Spray (2)		

Used to remove subversive elements?

Ethyl Alcohol (S.V.R.)

Fermentation and synthetic qualities both available to British and all well known International Specifications and Pharmacopœias.

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Bulletin questions promotion of Surgam

Extravagant early promotion of Surgam which might have endangered patients, faintly echoes that of benoxaprofen, according to the latest *Drug and Therapeutics Bulletin*. But the statement is strongly refuted by the makers Cassenne.

"These two examples should suffice to demonstrate the need for some surveillance or promotional claims," the *Bulletin* adds. "And it is difficult to see how the Committee on Safety of Medicines can decline this responsibility."

From Surgam's launch in April 1982 the slogan had been "potency with protection" the company is now referring instead to "tolerance in the stomach."

The gastric protection claim cannot be assessed from the clinical trials, according to the *Bulletin* because most excluded patients with known peptic ulcer or previous trouble with aspirin and other propionic acid derivatives.

The *Bulletin* cites three trials with evidence of gastro-intestinal side-effects. "In our view these data, which have been available all along, are strong enough to throw serious doubt on initial claims for gastric protection."

Unsatisfactory claim

That the claim was made at all is highly unsatisfactory, says the *Bulletin*. "It was in clear conflict with the contraindications which recommend care in patients with a history of peptic ulcer."

"Strict control of the data sheet appears pointless if a major promotional claim can disregard it."

Cassenne have sent a statement to doctors refuting claims made by the *Bulletin*. Cassenne say they withdrew advertising claims for gastric protection following a review meeting to discuss interim results of independent research. The company points out that the claim was immediately qualified by the words "Surgam selectively spares the prostaglandin that protects the gastric mucosa." The extent of this is now open to debate following interim results, they say.

In a Press statement Roussel, the parent company, say that the *Bulletin* has used data "out of context" and "that the *Bulletin* should have chosen to voice its criticism in such a public forum is in our opinion irresponsible and inflammatory." The company notes that no formal complaint about Surgam has been made though the ABPI's code of practice.



Mr Tony Allen of Crown Hill, Plymouth, receiving £1,000 first prize in the third of Unichem's top ten cash monthly draw. Mr Allen's sales assistants received a prize of £100. Pictured from left: Mavis Anstey, dispensing technician; David Skinner, Unichem regional manager; Glinnis Buckton, assistant; Peter Turton, Unichem's West Country regional committee member; Valerie Gardener; Denise Rowley; Mr Allen, and Graham Smith, general sales manager Farley Health Ltd — one of the companies whose products were featured in the May top ten offers.

Amphetamine seizures on increase

In 1982 there were over 1,600 seizures of amphetamine, dexamphetamine and *l*-amphetamine, about 50 per cent more than in 1981 (about 1,100) and more than in any year since 1973. The quantity seized at 13kg was lower than in 1981 (18kg) but higher than in earlier years.

"Statistics on the Misuse of Drugs 1982", published by the Home Office.

term resource assumptions issued in 1978 were not realistic. However he warned that there was no commitment to ½ per cent growth and health authorities "should ensure that their long-term plans are flexible enough to cope with levels of resource below the long-term assumption." Growth in services will depend on the success of the national economy and "cannot be predicted with any certainty."

Baby code changes

The Government has agreed to make changes in the proposed voluntary code of practice designed to bring the marketing of baby foods in the UK into line, where appropriate, with recommendations made by the World Health Organisation.

Mr John Patten, Under Secretary for Social Services, told the Commons last week that he would be making an announcement shortly about implementation of the code and changes made in the light of discussions with the Food Manufacturers' Federation.

England and Wales script statistics

England	February 1982	February 1982
Total prescriptions	24,909,081	25,398,280
Total cost (£)	98,152,304	88,823,440
Total oxygen payments (£)	608,583	524,595
Average net ingredient cost	327.48p	286.07p
Average discount	(17.93p)	(15.13p)
Container allowance	3.08p	3.80p
	313.35p	274.74p
Average fee	40.69p	40.53p
Average oncost	37.57p	32.40p
Average total cost	391.61p	347.67p
Wales	February 1983	February 1983
Total prescriptions	1,983,158	1,915,677
Total cost (£)	7,468,364	6,590,107
Total oxygen payments (£)	81,579	63,715
Average net ingredient cost	310.47p	279.59p
Average discount	(17.16p)	(14.70p)
Container allowance	3.79p	3.79p
	297.10p	268.68p
Average fee	40.72p	40.45p
Average oncost	34.66p	31.56p
Average total cost	372.48p	340.69p

NHS growth limits

Financial resources for the health service are to be restricted to ½ per cent growth a year over the next ten years, allowing for inflation. In a circular to Health Authorities announcing the figure, Social Services Secretary Mr Norman Fowler said that everyone accepted that the long

Cumulative prescription statistics— January 1, 1983 to February 28, 1983.

England	1983	1982	+ / -	% + / -
Total number of Prescriptions	50,911,735	50,951,021	- 39,286	- 0.07
Total cost	£199,884,501	178,823,153	+ 21,061,348	+ 11.77
Wales				
Total number of Prescriptions	4,037,822	3,720,368	+ 317,454	+ 8.53
Total cost	£15,201,584	12,948,879	2,252,705	+ 17.39

LETTERS

Silly motions — good ideas

A community pharmacy scene in the near future during a very busy dispensing session:

Customer: Can I see the chemist please? (Note, not "community pharmacist").

Chemist: Yes madam.

Customer: I had a medicine made up here this morning.

Chemist: Yes madam.

Customer: I took it home and showed it to my neighbour.

Chemist: Yes madam.

Customer: She has the same tablets.

Chemist: Yes madam.

Customer: I use the supermarket a lot and I have been told always to buy the latest-dated products.

Chemist: Yes madam.

Customer: Well, my neighbour's tablets have a newer batch number and later expiry date — yours seem to have been in stock much longer. So please can I have

my prescription back, so I can take it to my neighbour's chemist whose stock seems better and newer?

So over to you Professor Beckett and co.

To those who do not work at ground root level — please stop dictating procedures. Except for the war years, I have worked continuously at the bench since 1935, and recently the number of idiotic ideas demanded, projected, etc, make me wonder — are we encouraging patients not to take their medicine?

I have also noticed that our fees are to be increased yet again. Well I wonder if the "batch number brigade" would help me out and pay this. Because their time is spent on "silly motions", instead of the more serious aspects, I have recently leapfrogged twice recently. Thus my income will be decreasing, and with the cost of a labelling machine due — and what next — where do I stand?

As to the Branch Representatives, it would really be a good idea if "our" Society would itself be leapfrogged by a more cost-conscious, efficient, cheaper,

Lavender Hill. He also had access to the records of cash taken over the counter and, therefore, the total turnover of the shops," said Mr Walia.

Mr Amin, who lives at Cavendish Road, Balham, denied that he received instructions on running the financial side of Mr Walia's business. The decision to open his pharmacy in Queenstown Road was made by his father, who owned a number of newsagents' and confectioners' shops in that area. He told the Committee that the purchase of the pharmacy in Queenstown Road some nine months after he left Mr Walia was not intended to be detrimental to his former tutor and there was no intention of using any confidential information he might have acquired during his pre-registration training.

He added that Mr Walia had since "leapfrogged" him by opening another pharmacy in Queenstown Road only two doors from the doctors' surgery.

Dismissing the complaint by Mr

more forward-thinking organisation — in a small office outside the expensive borough of Lambeth in London. I would like them to test their decision in a referendum in the next "increased retention fee demand" note.

So please, Council members, in your next election address, do not put in the intentions you will never keep — just list the silly motions you have voted for and await the results.

Old Timer

Big brother?

Mr Peel's reply (*C&D*, June 25) to Mr R.A. Daykin's letter concerning RPM was enlightening and basically true from beginning to end, and his God-like worship of Unichem's advancement understandable. Every wholesale competitor of Unichem cannot but admire the rapid progress of their expansion.

But I wonder if Mr Peel and the other 4,000 pharmacists who, I am sure, feel they cannot be wrong, will one day feel the same when their choice of wholesaler is Unichem and possibly one other who has survived. Monopolies and dictatorships go hand in hand, and the only loser will be the pharmacist.

J.J. Smith

York

PSGB Statutory Committee

'Poaching' complaint not upheld

A South London pharmacist complained that a student he had trained later opened a pharmacy in the immediate neighbourhood and used confidential information about his business to poach medical clients and patients.

Mr Vijay Kant Walia, superindentent pharmacist of Wispsville Ltd, which runs two pharmacies in Lavender Hill, Battersea, told the Statutory Committee of the Pharmaceutical Society that the student had "leapfrogged" over him by opening a pharmacy closer to the local doctors' surgery in Queenstown Road.

He claimed that, since May last year, when the student, Mr Vatsal Babubhai Amin, started trading, both his shops in Lavender Hill had suffered financially. There had been a decrease in the number of NHS prescriptions dispensed at the two shops of between 27 and 49 per cent compared with the previous year.

Mr Walia said he engaged Mr Amin as a pre-registration student for one year in July, 1980. The training given to Mr Amin was very comprehensive, and he was also introduced to local doctors and to many patients.

"He had a first-hand working knowledge of the shop and had access to the NHS statement for both shops in

Walia, chairman Sir Carl Aarvold said there was no evidence of improper use of confidential information by Mr Amin. "The Committee does not like what happened in this particular case, but on the facts as presented to us, it is impossible to find that misconduct has been proved."

No further action NZ pharmacist

The Statutory Committee today decided to take no further action against a New Zealand pharmacist, registered with the Society, who was convicted of seven offences of obtaining money by falsely claiming that repeat prescriptions had been dispensed by him.

Mr Nagin Magan, of Melrose, Wellington, subsequently appeared before the Disciplinary Committee of the New Zealand Pharmaceutical Society in February last year and was suspended from practice for 12 months. Mr Josselyn Hill said that the suspension period ended in March and Mr Magan was back working in his pharmacy at Lambton Quay, Wellington.

Committee chairman, Sir Carl Aarvold, said that in view of the way in which this case was dealt with in New Zealand, and of the way Mr Magan behaved in the face of his tribulations it was not necessary to make any direction other than that no further action be taken in this country.

A little something for the pet elephant perhaps?

NP

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N.B. ENSURE THAT DOSE IS STATED

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Boots and Celltech link in biotechnology venture

Boots are spending £1.25m to buy their way into a joint venture with State-backed genetic engineers Celltech. Ownership of the new company — to be known as Boots-Celltech Diagnostics Ltd — will be split equally between the two "parents".

Boots-Celltech is to be provided with its own R&D, production and marketing facilities, in the hope that this will allow for quick penetration of the rapidly-expanding market for Celltech's high-technology products.

Celltech is making no capital contribution to the actual creation of the company. Future investment will be supplied on a joint and equal basis, with each company initially contributing £1.5m. Boots-Celltech is not expected to be profitable for some time, but Boots are welcoming the venture as an opportunity to participate in "the developing area of biotechnology." Much of Celltech's strength in this field derives from their close links with the Medical Research Council.

Boots-Celltech will be housed in their own premises close to Celltech's existing Slough operations.

First assay kit

The first product to be launched will be an interferon assay kit, followed by further assays including diagnostic kits for infectious diseases.

Boots-Celltech's board will be chaired by Boots director Eric Cliffe, with Celltech chief executive Gerard Fairtlough as vice-president. Chief executive will be David Gration, MPS, also chief executive of Celltech's diagnostic division. Bill Hunter, previously head of the MRC's immuno-assay team, becomes director of research.

The new company will employ its own UK sales force. In overseas markets, local companies will be appointed as distributors. Where appropriate, these distributors will be companies from within the Boots group.

Amersham progress with sales bouyant

Amersham International increased pre-tax profits by 37 per cent to £11.72m in the year to March 31. This was achieved on sales up 25 per cent at £78.1m.

Both turnover and profits benefited from a general weakening of the pound, as well as from increased productivity. Medical products contributed an operating profit of £6.78m on sales of £37.9m. UK sales were up £1.5m at £12.04m.

Early indications for 1983-84 indicate continued progress with both sales and profits ahead of the corresponding period last year, says the company.

Improved chemical output in UK but . . .

Figures in the Chemical Industries Association's latest *Economics Bulletin* show a gradual improvement in UK chemicals output since the beginning of the year. Further small advances are expected over the remainder of the year, but few member companies seem convinced this marks a real and sustained recovery.

Pharmaceutical production in the three months to March 31 was up 2.6 per

cent on 1982's quarterly average. Toiletries production rose 2.9 per cent, again roughly in line with industry's overall growth of 2.7 per cent.

Home and export sales are said to have improved slowly for the whole industry, but imports are still rising sharply. Export margins improved by 3 per cent compared to the previous quarter, with pharmaceutical products among the sectors benefiting most.

A tax-free lump sum

Woolwich Building Society have formed a link with Trident Life Assurance to offer a new pension scheme designed for the self-employed and partners in a business or professional partnership.

Under the scheme, policy holders take out a pension plan with Trident who pay the contributions into a special Woolwich account. On retirement the accumulated funds can be used to purchase a pension from any UK assurance policy.

Alternatively, a substantial proportion can be taken out as a tax-free lump sum. Administration charges should be less than those for a managed investment fund, and Trident Life hope to offer a return approximately 1 per cent below the current mortgage rate. As contributions under the scheme form part of a pension portfolio, Trident are able to reclaim interest paid and re-invest it in the fund.



Triton Shopfitting, who were responsible for this mock-up pharmacy at Shopex (C&D, June 4, p1045), report a successful exhibition, describing interest as "100 per cent up on last year." The company received some 130 inquiries, with interest being particularly strong in the new patent medicines counter. What is more, the exhibition shop itself was bought as a complete package by a pharmacist in Ealing. The units were delivered direct from the exhibition, and will be erected as soon as structural alterations to the site are completed. Attendance at the exhibition as a whole was up 11.5 per cent on last year. Organisers, Westbourne Exhibitions, say they are particularly pleased to see an increased number of small retailers attending

ICFC change name

Finance for Industry — parent company of Industrial & Commercial Finance Corporation — have changed their name to Investors in Industry, (3i for short), and restructured their operations.

The company believes its role has changed over the past three years. It became more involved in start-ups and management buy-outs. To further promote its "significant part in the evolution of British business," 3i have increased borrowing powers, and streamlined their internal organisation.

"Having made these major policy changes, it was apparent that the boundaries between our various activities were overlapping," explains chairman Lord Caldecote. "It became desirable to simplify our structure and promote the group rather than just its component parts. We came to the conclusion that the word 'investors' most accurately describes what we do."

All parts of the group will continue to operate exactly as before, under the same management, so existing clients of the company will not be affected. The ICFC name is the only one which continues unchanged.

Beecham chief warns Tories over generic substitution

Beecham chairman Sir Graham Wilkins has used the company's annual report to issue a warning to the Government on generic substitution.

"It is totally lamentable that a party which is supposed to believe in rewarding competitive success should risk undermining research-based British pharmaceutical companies by considering the possibility of allowing the pharmacists to substitute generic drugs for branded products "described by a doctor," he says, "This is the kind of thing one expects from left-wing theoreticians, not from politicians who are supposed to understand the importance and value of encouraging scientific innovation."

Beecham's 1982 profit growth of 17.4 per cent (*C&D*, June 11, p1100) is described in the company's annual report as "steady rather than spectacular progress." Sir Graham welcomes this, however, believing it is to the group's benefit to maintain this consistent performance. When adjusted for exchange rate fluctuations, the increase in profits is reduced to 11 per cent.

Problems overcome'

Beecham's wide product range and geographical spread enabled them to overcome problems in particular areas. However, Sir Graham cautions that "no-one should imagine the year's progress was achieved painlessly." All trading divisions are said to have faced severe competition.

Credited with a very successful year, the pharmaceutical division now accounts for £50m of Beecham's total R&D spend of £60m. "Beecham intend to have as strong a presence in the pharmaceuticals market in the future as in the past," says Sir Graham.

Work outside the antibiotics area now accounts for about three-fifths of the research division's work, and the number of these new products reaching the development and clinical evaluation stage increased during the year. It is expected that at least some of these will successfully reach the market place.

Pharmaceutical performance in the UK is described as "particularly good," bearing in mind environmental factors. British capital investment in Britain amounted to some £18m.

Business in the Republic of Ireland was difficult. This is blamed both on that

country's economic problems and the efforts of its Government to reduce pharmaceutical expenditure. No growth was possible, say Beechams, but sales volume was maintained.

Trading profit in the UK reached £90.3m on sales of £633.7m.

Beecham's cosmetics division is now judged to have recovered from difficulties experienced in 1981-82. This has been achieved through a deliberate policy of devoting marketing resources to already-well-established products.

Elsewhere within Beecham Products, the proprietaries division is credited with good progress, having achieved a sales increase of 12 per cent. In the "fiercely competitive" UK toiletries market, Body Mist and Vosene are among Beecham products singled out for special mention.

The year in consumer products is described as one of "achievement against formidable odds."

Briefly

■ **National Chamber of Trade** has produced a set of guidelines on the criteria which should be examined by retailers considering the bringing of a private prosecution against suspected shoplifters. Director general Leslie Seeney says his members are concerned at the reluctance of some police forces to prosecute in cases of suspected shop theft. The guidelines are those issued to the police by the Attorney General.

■ **Part II of the Supply of Goods and Services Act 1982** became law on July 4. This has the effect of codifying rather than changing the law, but will remind the public that those supplying professional and other services are obliged to do so with reasonable care, within a reasonable time, and for a reasonable fee.

APPOINTMENTS

■ **Smith Kline & French Laboratories Ltd:** Stewart Siddall has been appointed vice president and managing director. He also takes up a post as chairman of Smith Kline & French (Ireland) Ltd. Mr Siddall was previously vice-president, Southern Europe with Smith Kline & French Laboratories International.

■ **Haarmann & Reimer Ltd:** Bernd Siedentopf is appointed managing director. He succeeds Carl Apel.

■ **Glaxo Holdings plc:** Mr C.B. Newcomb is appointed to the board, taking responsibility for financial functions. He was group financial controller of Glaxo Holdings from 1978 to 1981, since when he has acted as a consultant to the company.

■ **Glaxo Laboratories Ltd:** Ron Nightingale, head of the company, has been appointed to the board. He joined Glaxo in November 1982 from Roche Products, where he was director of pharmaceutical marketing.

■ **LRC Products Ltd:** Eric Jagger has been appointed marketing manager for the medicines division. He moves to LRC from Chesebrough-Ponds, where he was product manager with responsibility for new product development.

COMING EVENTS

Guild award date

The paper that won the Guild of Hospital Pharmacists Merck Sharp & Dohme Award for 1982 — "An investigation into the provisions of information with prescribed anti-hypertensive drugs" — will be presented at the Portman Hotel, Portman Square, London, on August 4, at 7.30pm.

The evening will begin with sherry in the Berkely and Gloucester suite at 7pm followed by the presentation of the paper and the award. There will be a buffet afterwards. The award winners are Dr James M. Smith, regional drug information unit and Mrs Janette Stephenson, pharmacy department, Royal Victoria Infirmary, Newcastle upon Tyne.

Advance information

Value for money purchasing in the NHS, Hotel Russel, London on October 11. One-day conference for those concerned with buying or selling of health care products for the NHS at regional or district level. Details from Graver Boot Associates Conference Organisation, Stoney Middleton, Sheffield S30 1TU.

Data protection seminar, Hammersmith Town Hall, London on July 19. One-day seminar on European and UK legislative proposals and implications. Cost £125 per person (reduced rates for four or more). Details from Circuitplan Ltd, 11 Connaught Place, London W2 2ET.

Modelling and simulation for safety and risk assessment, Royal College of Physicians, London on December 4-6. Programme includes modelling of physiological processes, pharmacokinetics and drug design, and analysis of structure activity relationships. Details from Information Transfer International, PO Box 62, Beaconsfield, Bucks HP9 2NY.

Quest Vitamins launch, Holiday Inn, Birmingham, on July 13 at 7.30pm. Seminar followed by buffet and drinks. Quest Vitamins (UK) Ltd, Unit 1, Premier Trading Estate, Dartmouth Middleway, Birmingham B7 4AT



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Please reply in writing, to the Marketing Director, Healtheries of New Zealand Limited, c/o Meadow Croft House, South Lane, Kingston-on-Thames, Surrey KT1 2NL.

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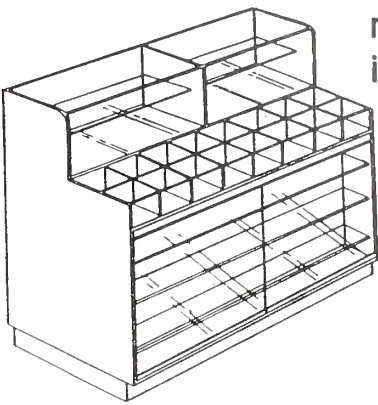
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